



Member of N.S.O.E.A.



4501-4521 N. E. 5th Terr.
Fort Lauderdale, Florida
Box 4215
Phone LO 6-2707

M. H. BRADEN, President

VERN BRADEN, Asst. to the President

JUST A FEW WORDS ABOUT OUR COMPANY

We manufacture a line of signs that is well known for its quality used by any and all types of business. Here at our plant at Fort Lauderdale, Florida we are constantly at work on improvements to our existing products and developing new items to meet the changing conditions in the field we serve. Through our many years of experience we have developed the creative skills and know-how using many of our own custom designed production machinery to fill the most exacting requirements of our customers.

Our company is represented coast to coast by office supply and equipment companies and the marking device association, or by direct representation. If your local dealer does not carry our line please write to us at our Fort Lauderdale plant and we will supply you with complete information.

GENERAL INFORMATION

The engraving material which we use is type ES Plastic which meets government specification No. MIL-P-78-A. The material is a hard smooth surface which requires only a minimum of maintenance. The lettering is produced by engraving through the surface into the contrasting colored core of this sandwich-type plastic.

PANEL COLOR SELECTION

Red	White	Brown
Blue	Gray	Mahogany (Grained)
Green	Black	Walnut (Grained)
Yellow	Tan	Blond (Grained)

All panels (except white) have white letters. The white panels have black letters.

WHEN ORDERING BE SURE TO INCLUDE

1. Quantity
2. Model number
3. Color of panel and color of aluminum
4. Specify complete unit or replacement panel
5. If engraving is to match previous order, lay thin piece of paper over sign and rub with side of pencil.
6. Indicate if panels are to be drilled or if double-coated adhesive is to be used.
7. If projecting models are to be supplied, please specify if they are to be one sided or two sided.

RETURN MAIL SERVICE ON ALL UNITS

PLEASE
NOTE

DON'T CONFUSE THIS CATALOG WITH COMPETITORS' WITH SIMILAR COVER. COMPARE OUR PRICE AND QUALITY BEFORE ORDERING.

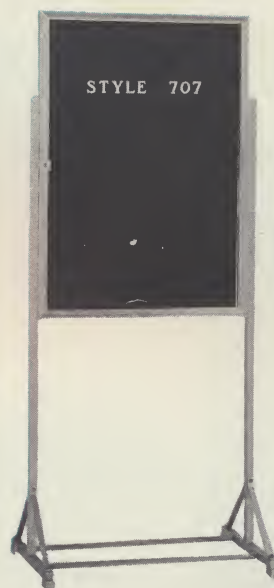
Prices subject to change
without notice.
F.O.B. Ft. Lauderdale, Fla.



STYLE 707

Wall Model

inside only



STYLE 707

Floor Model

inside only

Style 707 (single door)

ANODIZED EXTRUDED ALUMINUM

Size	Sq. In.	C.L.		Size	Sq. In.	C.L.		Size	Sq. In.	C.L.	
12 x 15	180	C.L.	\$41.80	20 x 26	520	C.L.	\$67.65	28 x 40	1120	C.L.	\$115.00
		Cork	35.80			Cork	55.50			Cork	95.80
15 x 20	300	C.L.	49.00	20 x 30	600	C.L.	69.60	30 x 36	1080	C.L.	112.00
		Cork	40.25			Cork	56.00			Cork	93.50
16 x 20	320	C.L.	52.25	22 x 28	616	C.L.	70.40	30 x 42	1260	C.L.	125.00
		Cork	42.75			Cork	57.90			Cork	105.50
15 x 25	375	C.L.	59.20	20 x 36	720	C.L.	76.50	32 x 44	1408	C.L.	149.00
		Cork	48.50			Cork	62.50			Cork	110.00
16 x 26	416	C.L.	60.25	24 x 30	720	C.L.	76.50	34 x 48	1632	C.L.	163.00
		Cork	49.30			Cork	62.50			Cork	112.00
18 x 24	432	C.L.	61.00	24 x 36	864	C.L.	81.40	36 x 48	1728	C.L.	168.00
		Cork	50.50			Cork	66.50			Cork	116.00
20 x 25	500	C.L.	65.18	24 x 40	960	C.L.	92.00	36 x 36	1296	C.L.	129.00
		Cork	53.50			Cork	75.25			Cork	106.50

Style 707 (double door)

Size	Sq. In.	C.L.		Size	Sq. In.	C.L.		Size	Sq. In.	C.L.	
48 x 30	1440	C.L.	\$168.00	48 x 36	1728	C.L.	\$179.00	72 x 36	2592	C.L.	\$284.00
		Cork	138.00			Cork	146.00			Cork	234.00
60 x 30	1800	C.L.	200.00	60 x 36	2160	C.L.	247.00	60 x 48	2880	C.L.	330.00
		Cork	166.00			Cork	205.00			Cork	242.00
								68 x 48	3264	C.L.	360.00
										Cork	257.00

C.L. — Refers to Changeable Letter Felt Back.

Cork — Cork Back to be used with Thumb Tack or Tape Only.

On Floor Model add \$125.00 for Matching Anodized Standard to above prices.

No. 465

FLOOR MODEL CHANGEABLE PLASTIC LETTER BOARD

This portable lobby accessory is excellent for making up new notices or announcements. Changeable letters available in various sizes and various styles. Frame of letter board is anodized aluminum set on single pedestal standard in chrome finish which adjusts from 30" to 60". The letter board size is 10" x 17".

Floor model complete.....\$67.50

Framed letter board only.....\$32.50

Letters per 100 (Size and Style
noted on back of sheet).....

FOR PLASTIC CHANGEABLE LETTERS
& FIGURES SEE PAGE 36

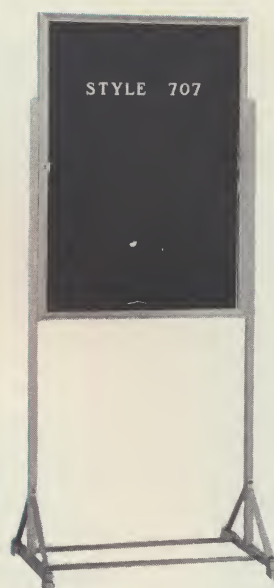
Cadillac Engravers
Building Directories & Bulletin Board Mfg. Co.
P. O. BOX 4215 • FORT LAUDERDALE, FLORIDA • PHONE LO 6-2707





Wall Model

inside only



Floor Model

inside only

Style 707 (single door)

ANODIZED EXTRUDED ALUMINUM

Size	Sq. In.	C.L.		Size	Sq. In.	C.L.		Size	Sq. In.	C.L.	
12 x 15	180	C.L.	\$41.80	20 x 26	520	C.L.	\$67.65	28 x 40	1120	C.L.	\$115.00
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										Cork	257.00

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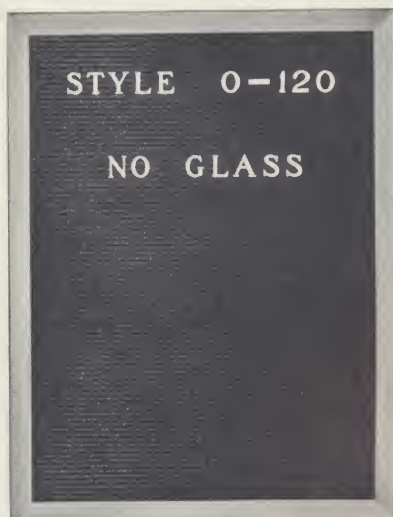
Floor model complete.....	\$67.50
Framed letter board only.....	\$32.50
Letters per 100 (Size and Style noted on back of sheet).....	

FOR PLASTIC CHANGEABLE LETTERS
& FIGURES SEE PAGE 36

Cadillac Engravers
Building Directories & Bulletin Board Mfg. Co.
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SPECIAL SIZES MANUFACTURED ON REQUEST



STYLE 0-120

Standard grooved background for changeable letters or cork tack background. Heavy anodized aluminum frame complete with 2 wall hangers.

STYLE 0-120

OVERALL SIZE	BACKGROUND		BACKGROUND	
	GROOVED FELT	CORK	GROOVED FELT	CORK
9 x 12	18.50	16.75	35.00	33.00
12 x 15	21.00	18.50	40.00	37.00
15 x 20	25.50	21.50	49.50	42.00
15 x 25	28.75	23.50	52.00	47.00
18 x 24	30.00	24.75	54.00	48.50
20 x 25	32.00	26.00	58.00	52.00
20 x 30	36.00	29.00	64.00	56.50
22 x 28	37.00	32.00	66.50	58.50
20 x 36	43.50	35.00	73.00	64.50
24 x 36	48.00	40.00	80.00	70.00
24 x 40	54.00	44.00	88.00	77.50
28 x 40	60.00	50.00	95.00	83.50
30 x 42	72.00	60.00	106.00	93.50
32 x 44	80.00	66.00	124.00	100.50
36 x 48	102.00	74.00	153.00	123.50

STYLE G-320
G-330



STYLE G-320

Removable Front Design Glass Covered
Made of light construction enabling easy removal of entire sign for change of lettering and message in private. It is equipped with hangers for fastening to the wall.

STYLE G-330

Removable Front Design Glass Covered
Features quick easy removal of front glass for change of messages while grooved background remains fastened to the wall.



STYLE DK-520

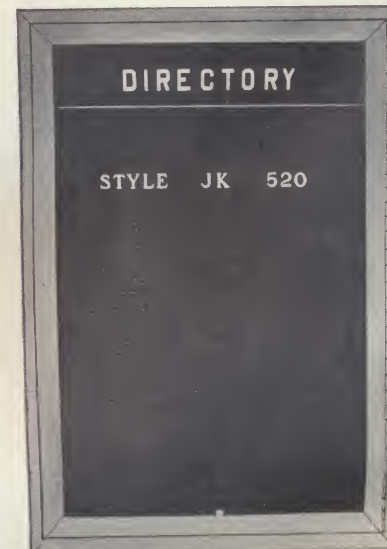
Glass Door Cover-all Design

Featuring extra heavy extruded anodized aluminum frame with re-enforced mitered corners. Hinged to rear case with aluminum piano hinges. Holds cork or grooved removable insert with cylinder lock and key.

STYLE DK-520

OVERALL SIZE	BACKGROUND		BACKGROUND	
	GROOVED FELT	CORK	GROOVED FELT	CORK
9 x 12	86.50	84.00	96.00	94.70
12 x 15	90.50	88.00	102.00	100.00
15 x 20	97.00	92.50	112.00	109.00
15 x 25	103.00	98.00	122.00	115.00
18 x 24	105.00	100.00	124.00	119.00
20 x 25	109.00	103.00	130.00	124.00
20 x 30	114.00	106.00	136.00	129.00
22 x 28	118.00	111.00	140.00	133.00
20 x 36	124.50	116.50	150.00	142.00
24 x 36	129.50	120.00	157.00	147.00
24 x 40	139.50	129.50	169.00	159.00
28 x 40	148.00	137.00	179.00	168.00
30 x 42	158.00	145.50	190.00	178.00
32 x 44	179.00	155.50	214.00	190.00
36 x 48	208.00	178.50	243.00	214.00
DIVIDING BAR IN CENTER WITH 2 DOORS				
48 x 24	222.00	210.00	265.00	254.00
48 x 36	270.00	255.00	324.00	305.00
60 x 36	304.00	288.00	365.00	346.00
48 x 48	344.00	358.00	420.00	390.00
60 x 40	398.00	362.00	469.00	430.00
72 x 48	443.00	402.00	515.00	475.00

STYLE JK-520



STYLE JK-520

Deluxe Glass Door
Cover-all Design

Indoor or Outdoor signs and directories. Completely metal enclosed for dust and dirt protection in extra heavy extruded anodized aluminum frame with re-enforced mitered corners. Holds cork or grooved removable insert. It has cylinder lock and key.

SPECIAL SIZES MANUFACTURED ON REQUEST

All boards and directories are constructed of extra heavy extruded aluminum in gold or silver satin finish. Mitered reinforced corners. Changeable letterboards in variety of colors with plastic letters in colorful contrast or black or white.

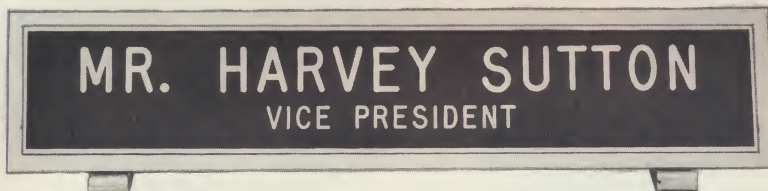


FOR PLASTIC CHANGEABLE LETTERS
& FIGURES SEE PAGE 36

Cadillac Engravers
Building Directories & Bulletin Board Mfg. Co.
P. O. BOX 4215 • FORT LAUDERDALE, FLORIDA • PHONE LO 6-2707

Cadillac DeLuxe Name Plates

DE LUXE DESK PLATE



No. 419

A completely new desk name plate designed to harmonize with the richest wood and metal furnishings. Anodized aluminum stand, in either gold or natural finish, permanent fixture. The $\frac{1}{8}$ " x 2" x $9\frac{1}{2}$ " back-plate is supported at a 55° angle by two solid, machined aluminum legs. Names are usually engraved in $\frac{5}{8}$ " lettering with titles, where required, in $\frac{1}{4}$ ". The engraved plate is fastened by double-sided tape.

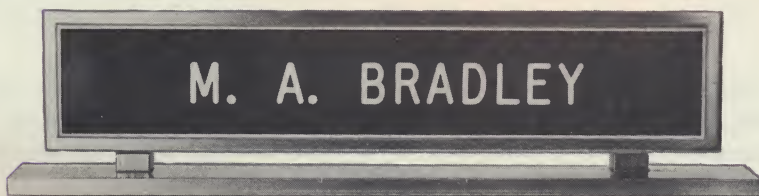
1-Line DeLuxe Desk Plate.....	\$10.00
Title Line, extra.....	1.50
Replacement, 1-Line Plates.....	2.25

Replacement panels are available for all units, and are easily changed. Panels are held in place with double-coated tape. Replacement panels are shipped with new tape.

**REPLACEABLE PANELS
FOR ALL UNITS**



DE LUXE TELLER'S PLATE

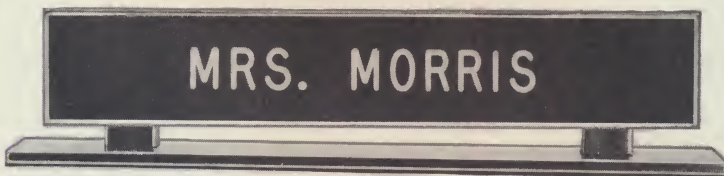


No. 418

This sign is recommended where it is not desired to designate the service handled at the window. The back-plate is $\frac{1}{8}$ " x 2" x $9\frac{1}{2}$ " and the base $\frac{1}{4}$ " x $1\frac{1}{2}$ " x $10\frac{1}{2}$ ". The engraved plate is fastened by double-sided tape.

1-Line DeLuxe Teller's Plate.....	\$12.50
Title Line, extra.....	1.50
Replacement, 1-Line Plates.....	2.25

CHANGEABLE TELLER'S PLATE



No. 417

The reduced size of this sign is indicated where space is at a premium.

A feature is the 1' x 6" name plate mounted on clip-plate. The clips slide on the reverse of the back-plate, as illustrated. The engraved plate is fastened by double-sided tape. Base is $\frac{1}{8}$ " x $1\frac{1}{4}$ " x $6\frac{3}{4}$ ".

PRICE	\$10.00
Extra Names on Clip-Plates	1.75

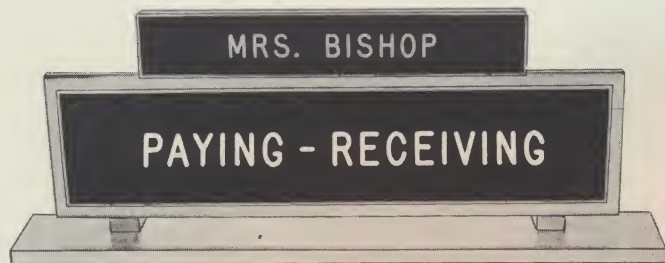
**Name-
Plate
Partially
Removed**



RETURN MAIL SERVICE

Cadillac Teller's Combination Sign

No. 423



The **CADILLAC** Teller's Combination Sign has been designed as a completely new space-saver for the new modern low-counter bank. Where no glass is used, the Base Style is recommended since it stays in position better with rubberized cork non-slip or double-sided adhesive tape on the bottom.

The aluminum parts are anodized finished in either gold or natural — the metal will never tarnish. Base is ¼" x 1½" x 10½".

The large window-designating plate is 2" x 9" and is easily changed, being fastened to the stand by double-sided adhesive tape.

OTHER SUGGESTED TITLES:

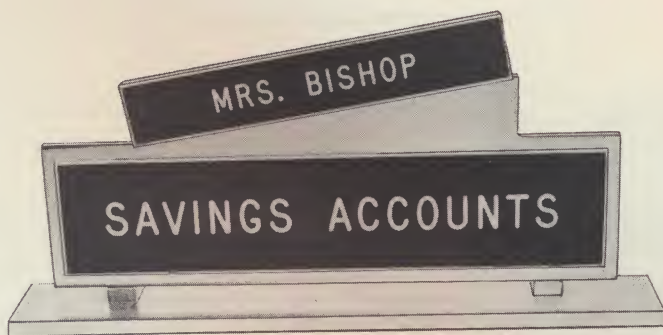
Modernistically Designed to Further
the Beauty of your Bank.

SAFE DEPOSIT	BONDS	NOTES — LOANS	INFORMATION	CASHIER
COLLECTIONS EXCHANGES	STATEMENT WINDOW	BOOKKEEPING SUPPLIES	INSTALLMENT LOAN PAYMENTS	PERSONAL CHECKING
MORTGAGE LOAN APPLICATION	COMMERCIAL LOANS	EXCHANGE TRAVELERS CHECKS	COLLECTIONS CASHIERS CHECKS	COMMERCIAL CHECKING
CHRISTMAS CLUB ACCOUNTS	VACATION CLUB ACCOUNTS	INFORMATION NEW ACCOUNTS	PERSONAL LOAN DEPARTMENT	BANK MONEY ORDERS

INFORMATION
AQUI SE HABLA ESPANOL

Front
View

Name-Plate
Partially
Removed



No. 423

The teller's name plate, measuring 1" x 6", is mounted on clip-plate, having clips that slide on back of the stand. The plates are engraved in any of our standard materials.

PRICES:

PRICE, complete.....	\$19.50
Extra Names on Clip-Plates.....	1.75

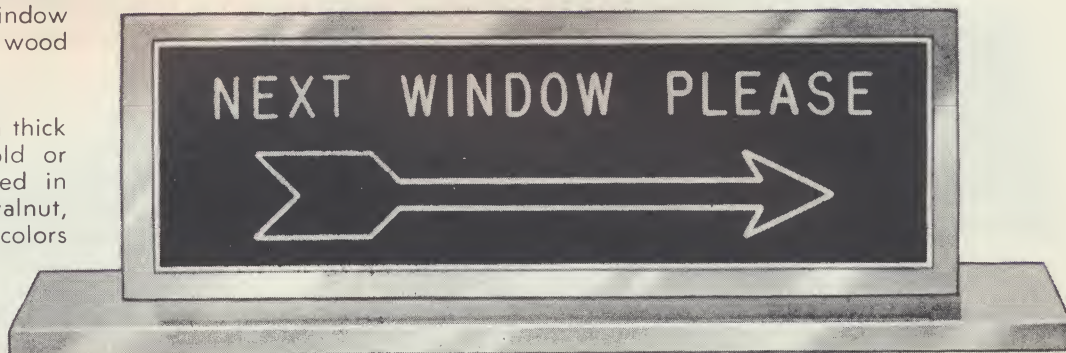
Extra 1-line Window Designation Plates	\$3.00 each
Additional Line On Window Designation Plate	1.50

Cadillac De Luxe Next Window Sign

No. 430

Designed specifically for the modern bank counter, the De Luxe Next Window Sign harmonizes with the metal or wood finishes of your bank.

It is made of solid, quarter-inch thick aluminum, anodized in either gold or natural finish. Plates are engraved in any of our sample materials — walnut, mahogany, black, and many other colors — with white lettering.



No. 431



There is a plate on each side with arrow pointing to the left on one side and right on the other. The direction appears the same to both teller and customer, so no mistake is possible.

Dimensions are 2¾" high, 2" wide, 9" long.

PRICE \$12.50 each

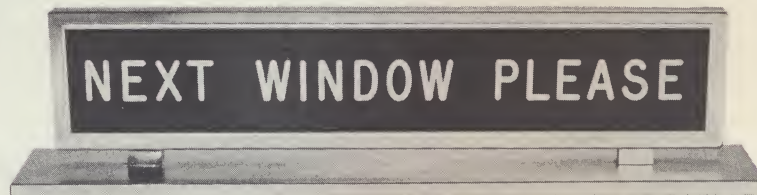
Front View



No. 432

De Luxe double sided teller's plate with teller's name on one side and Next Window Please on the other side.

Rear View



This sign is recommended where it is not desired to designate the service handled at the window. The back-plate is ¼" x 2" x 9½" and the base ¼" x 1½" x 10½". The name plate is fastened with double-sided adhesive tape.

PRICE, as illustrated.....\$16.50

Title Line, extra..... 1.50

Replacement, 1-Line Plates..... 2.25

Replacement panels are available for all units, and are easily changed. Panels are held in place with double-coated tape.

RETURN MAIL SERVICE

Cadillac SOLID WALNUT BASES

DESK NAME PLATES



CADILLAC engraved mounted signs are mounted on sturdy solid-walnut triangular blocks, piano finished, with felt bases. These handsome mounts, made from clear unblemished stock, are hand-buffed to a soft lustre that will compare well with the finest furniture made.

Plates are engraved in any of our sample materials — mahogany, walnut or black — with white lettering.

Desk name plates are usually made with $\frac{5}{8}$ " lettering for names and measure 2" x 9".

PRICES

No. 426	1-Line Desk Name Plate	\$7.50
	Additional Line	1.50
No. 426	Replacement Panel.....	2.25

DESIGNATION & DIRECTIONAL SIGNS



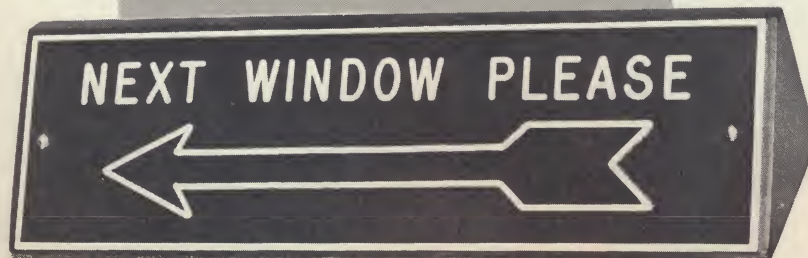
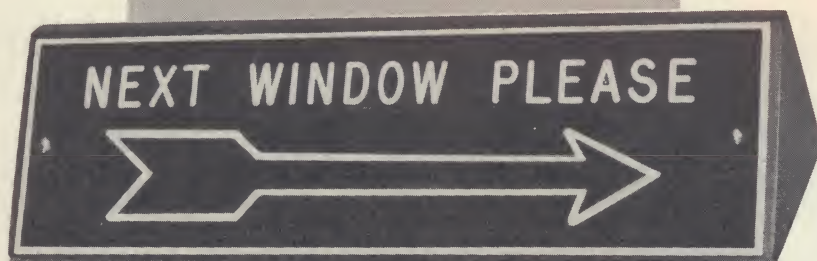
These signs are made larger than desk name plates — 3" x 11" — but use the same beautifully finished solid-walnut blocks with felt bases. They are widely used on desks and ledges to designate any bank facility.

Can be made with arrow for directional purposes.

PRICE

No. 427	1 Line Designation Sign.....	\$8.50
	Additional Line (or arrow).....	1.50

NEXT WINDOW SIGNS



This is a double sided sign with plates mounted on both sides of a triangular block. Arrows point left and right, the same direction being apparent to both customer and teller. Plates are engraved in any of our sample materials—mahogany, walnut or black—with white lettering. The wooden blocks are solid walnut, hand rubbed to a furniture finish.

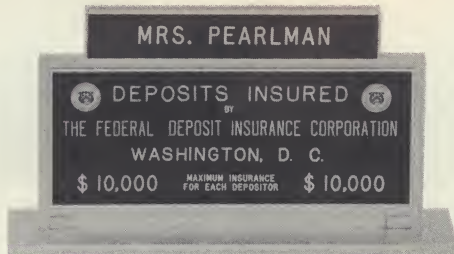
Over-all size 3" wide, 7" long and 1 $\frac{1}{8}$ " high.

No. 428	Price	\$8.50
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Cadillac Federal Insurance Designators

COMBINATION TELLERS AND DRIVE-IN WINDOW UNITS

These multiple purpose units are designed to meet limited space demands for high or low teller windows. Each unit has either the FDIC or Savings and Loan Insurance plate with an easily removable clip-plate for teller's name. All units are anodized aluminum with the finest satin finish in gold or silver which requires no polishing. The engraved panels are available in any of the 12 colors. Specify tape or cork base when ordering.



No. 438

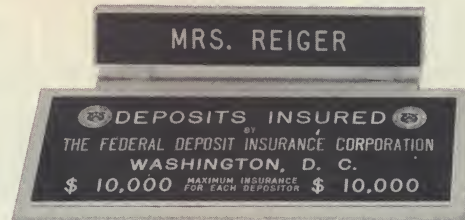
Upright combination teller's sign including a 1" x 6" changeable letter clip-plate and the FDIC or FSLIC plate.

Base: 9 1/4" x 1 1/2"

Height: 5"

Price: \$17.50

Teller's clip-plate replacement panel.....\$1.75



No. 437

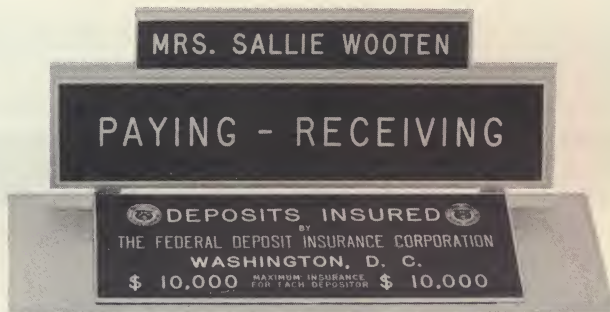
Flat angle combination teller's sign for low window with 1" x 6" changeable teller's clip-plate and the FDIC or FSLIC plate.

Base: 8" x 4 1/2"

Height: 2"

Price: \$19.50

Teller's clip-plate replacement panel.....\$1.75



No. 436

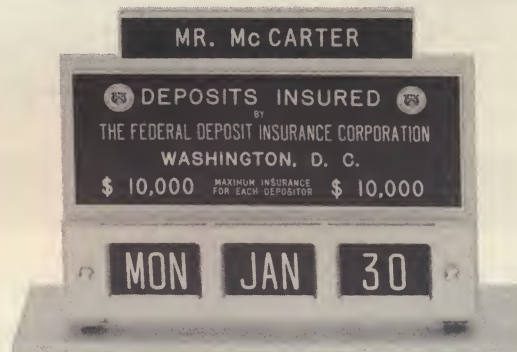
DeLuxe flat angle combination teller's sign for low window which includes a 1" x 6" changeable teller's clip-plate, window designation plate (any message) and the FDIC or FSLIC plate.

Base: 10 1/2" x 3 1/2"

Height: 4"

Price: \$29.50

Teller's clip-plate replacement panel.....\$1.75



No. 435

DeLuxe combination drive-in or teller's sign which includes a 1" x 6" changeable teller's clip-plate, the FDIC or FSLIC plate, and calendar.

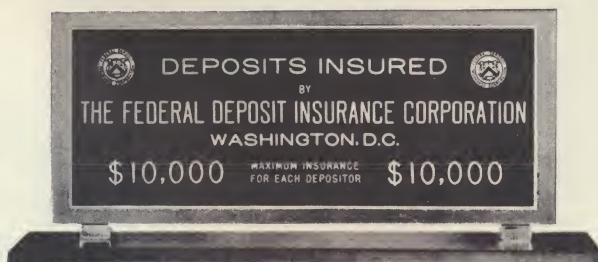
Base: 10 1/2" x 2 1/2"

Height: 7 1/4"

Price: \$46.50

Teller's clip-plate replacement panel.....\$1.75

F. D. I. C. SIGNS FOR BANKS



No. 444

These signs were designed to match our standard line of DeLuxe fixtures. They are normally placed at each window, using either the base-type on top of the counter, or with backplate only adhered to the riser with double-sided adhesive tape.

The aluminum fixture is anodized finished in either gold or natural—the metal that never tarnishes. The base is 1/4" x 1 1/2" x 9 3/8", the back plate 1/16" x 3 1/2" x 8". Supplied with rubberized cork non-slip or double sided adhesive tape.

PRICES:

Signs With Base,	
As Illustrated	\$14.50
Sign On Back-	
Plate Only	10.00
Engraved Plate Only ..	8.00

SAVINGS & LOAN INSURANCE SIGNS



No. 445

The stainless steel etched seals are inletted into the surface of the plate and cemented. They are guaranteed not to fall out. Plates are engraved in any of our standard materials and permanently cemented to the back plate.

Savings and loan associations should specify which seals are wanted. If not specified, only the Federal Savings and Loan Insurance Corporation seals will be used. The Federal Home Loan seal is only used when specifically ordered.

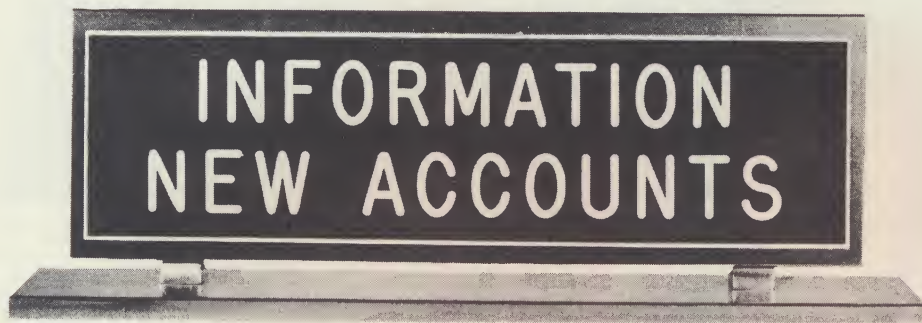
PRICES:

Signs With Base,	
As Illustrated	\$14.50
Sign On Back-	
Plate Only	10.00
Engraved Plate Only ..	8.00

Cadillac DeLuxe Designation Signs

WINDOW DESIGNATOR

No. 440



SUGGESTED TITLES:

NEW ACCOUNTS
INFORMATION
SAFE DEPOSIT DEPT.
LOAN OFFICER
PERSONAL LOAN DEPT.
MORTGAGE DEPT.
LADIES' DEPT.
CHRISTMAS CLUB

VACATION CLUB
BANK MONEY ORDERS
PAY ELECTRIC BILLS HERE
PLEASE ASK FOR YOUR STATEMENT

NEW ACCOUNTS
OPENED BY ANY OFFICER



These signs are made larger than desk name plates for easy visibility. They are widely used on desks and ledges to designate any bank facility. Can be made with arrows for directional purposes if desired.

The aluminum fixture is anodized in either gold or natural — the metal that never tarnishes. The base is 1/4" x 1 1/2" x 10 1/2", the back plate 1/8" x 3" x 9 3/8". Supplied with either rubberized cork non-slip, or double sided adhesive tape.

Plates engraved with any copy in our standard materials, are held by double-sided tape and can be readily changed.

PRICE\$14.50 each

DEPOSIT SLIP SIGN

No. 441



A proven time-saver in hundreds of banks, this sign is used for check desks, counters, ledges.

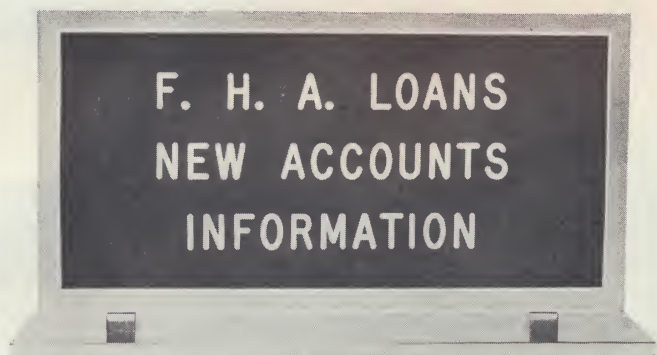
The anodized aluminum fixture is made in either gold or natural — it will never tarnish. The base is 1/4" x 1 1/2" x 9 1/4" and the back plate 1/16" x 3 1/2" x 8". Supplies with either rubberized cork non-slip, or double sided adhesive tape.

Plates in our standard engraving materials are permanently cemented to the back plate. Other copy, to your order, can be substituted for the stock text illustrated, at an additional charge.

PRICES

As Illustrated	\$12.50
Plate Without Base	10.00
With Base and Made-To-Order Plate	14.50

Cadillac DeLuxe Designation Signs



No. 443

The over-all size is 5½" x 9¾".

PRICE, complete\$20.50

Copy, to your order.

Plates in our standard engraving materials are permanently cemented to the back plate.



No. 442

The over-all size is 14½" x 11¾".

PRICE, complete\$46.50

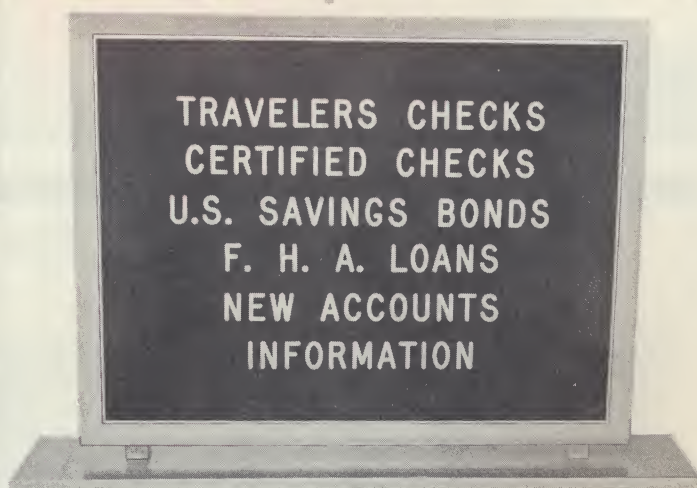
Copy, to your order.

THREE SIZES

This attractive sign fills a long-felt need for an adequate sign listing services.

The aluminum fixture is anodized in either gold or natural. It neither tarnishes nor finger-marks and retains its luster through the years.

Plates are engraved in any of our sample materials—walnut (grained), mahogany (grained), black, red, brown, green, gray, white. Panels are made of bakelite material with white engraved letters. (White panels have black letters.)



No. 446

The over-all size is 9" x 11¾".

PRICE, complete\$35.50

Copy, to your order.

Plates in our standard engraving materials are permanently cemented to the back plate.

Cadillac Club Payment Signs

SINGLE CLUB PAYMENT SIGN



No. 448

SINGLE CLUB PAYMENT SIGN

Price, Complete\$35.00

Designation for other clubs, such as "Vacation", "Travel", etc., can be substituted for the word "Christmas" in the Single Club Payment Sign at no additional cost.

This attractive sign fills a long-felt need for an adequate weekly payment reminder. Due to its outstanding appearance, it is readily observed.

The aluminum stand is anodized in either gold or natural, to conform with your bank's metal work.

The engraved plates are finished in any of our sample materials—mahogany, walnut, and black and many other colors—with white lettering. Inserts (numbered 1 through 52) can be supplied in either the same material or a bright red with white letters.

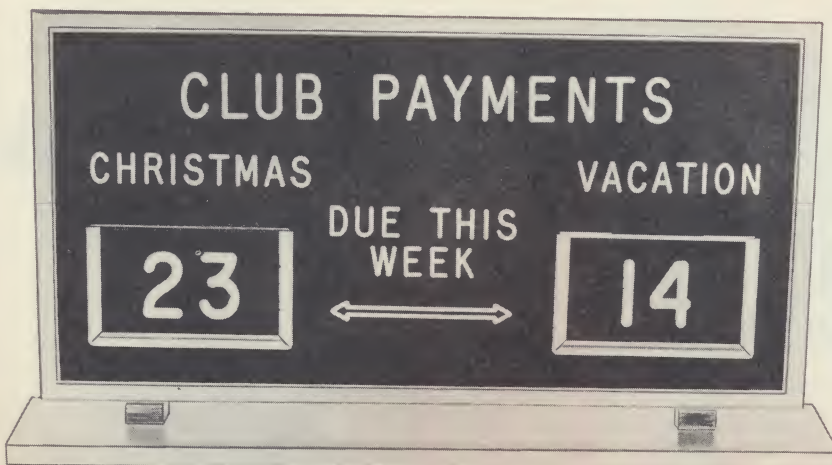
A sturdy plexiglas box is supplied with each sign, to accommodate inserts not in use.

No. 448

No. 449

The over-all size is 9¾" x 5½".

DOUBLE CLUB PAYMENT SIGN

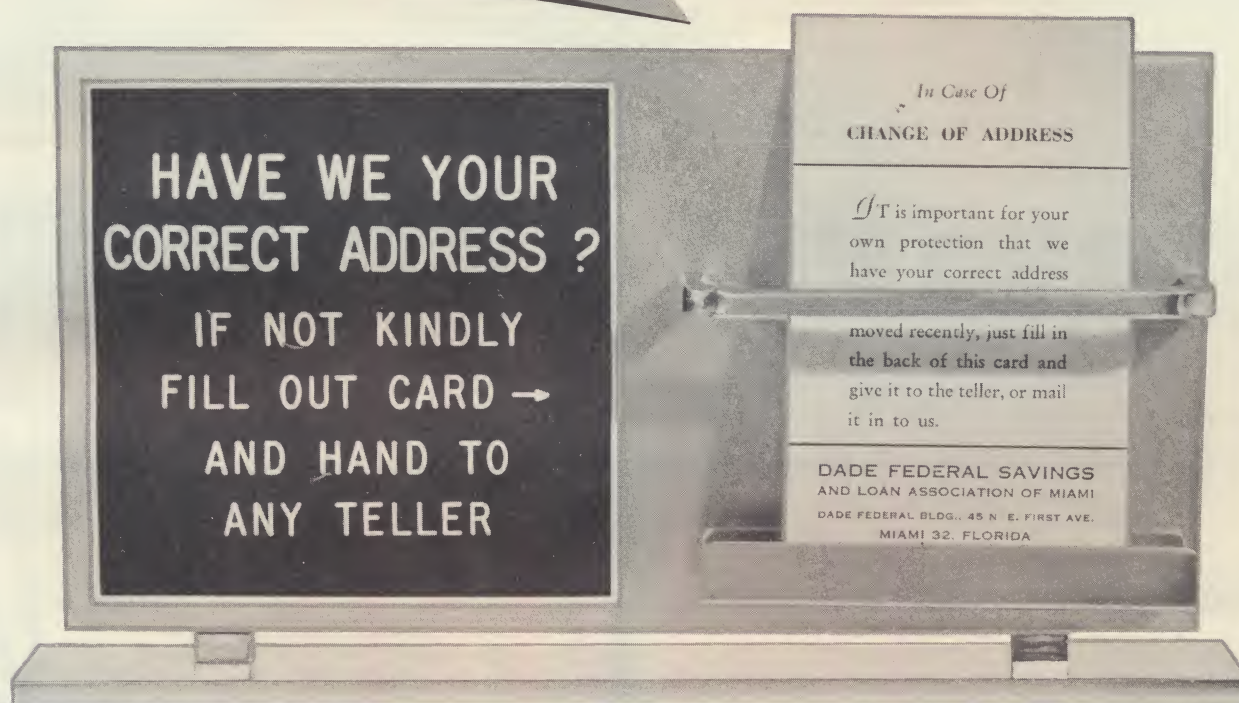


No. 449

DOUBLE CLUB PAYMENT SIGN

Price, Complete\$42.50

Cadillac Address Card Stand



An attractive fixture that will call attention to your change of address cards in a dignified and effective manner.

The aluminum parts are anodized finished in either gold or natural—the metal that never tarnishes. The base is $\frac{1}{4}$ " x 2" x $10\frac{3}{8}$ " and the back plate $\frac{1}{8}$ " x 5" x $9\frac{3}{4}$ ". The card receptacle will hold up to one inch of cards $3\frac{7}{8}$ " wide. The instruction plate is engraved in any of our standard materials and permanently cemented in

place. The text illustrated has been tested and proven effective—you may, however, substitute your own copy at small additional cost.

Signs are supplied with rubberized cork non-slip or double-sided adhesive tape.

No. 458

PRICES:

As Illustrated	\$22.50
With Your Own Copy	24.50

Cadillac PERPETUAL CALENDARS

Designed to reflect the quiet, good taste so necessary in bank decoration.

Metalwork is aluminum anodized in either a natural or gold finish, and highly polished. It neither tarnishes nor finger-marks and retains its lustre through the years.

Engraved date inserts in colors to harmonize with all interiors.

A



(A) No. 470

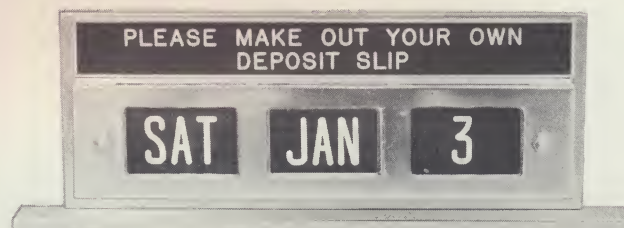
Wall or Booth Calendar

H. 2" L. 9½" W. ¾"

Inserts stored in separate plexiglass box

Price \$25.00

B



(B) No. 471

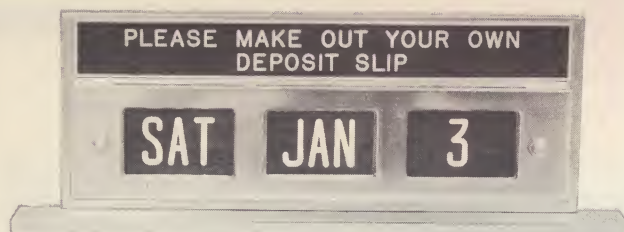
Single face Check Desk or Counter Calendar

H. 4" L. 10½" W. 1"

Inserts stored in separate plexiglass box

Price \$41.50 as illustrated

C



(C) No. 472

Double Face Check Desk or Counter Calendar

H. 4" L. 10½" W. 2½"

Inserts stored in separate plexiglass box

Price \$69.50 as illustrated

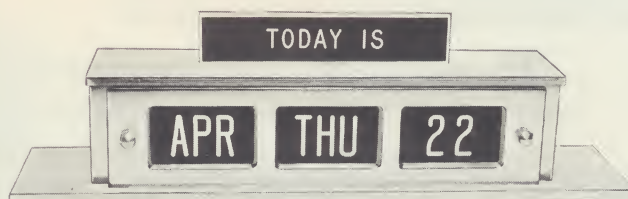
(C) No. 474 NOT ILLUSTRATED

Same as No. 472 without today is

H. 2¾" L. 10½" W. 2½"

Price \$64.50

D



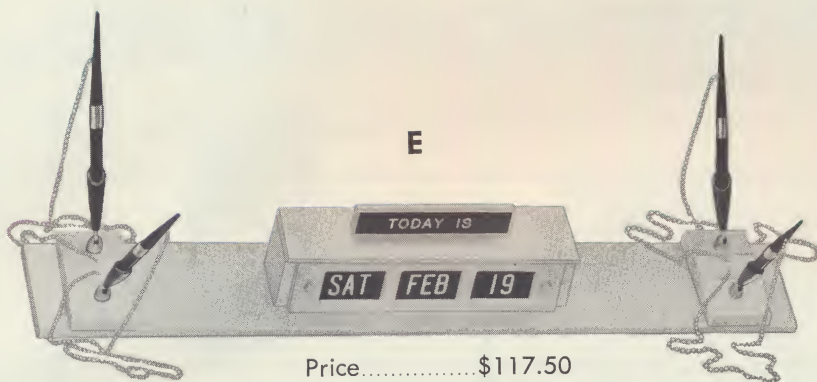
(D) No. 475

Double Face Check Desk or Counter Calendar

H. 3½" L. 12" W. 3"

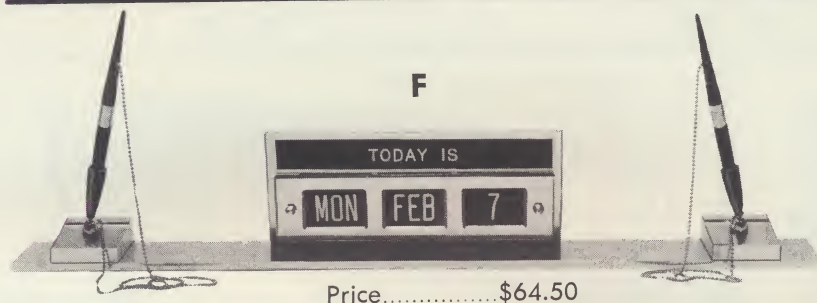
Inserts stored in calendar case

Price \$74.50



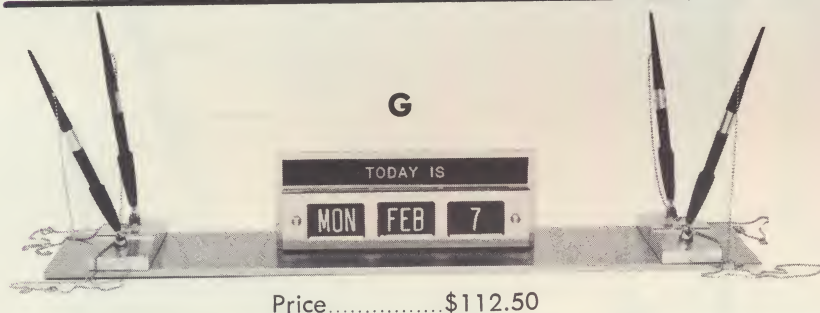
(E) No. 475-4

Double Face Check Desk or Counter Calendar with four Cadillac Non-Skip Long Writing Ball Point Pens. H. 3½" L. 24" W. 4" Inserts stored in calendar case.



(F) No. 477-2

Single Face Check Desk or Counter Calendar with two Cadillac Non-Skip Long Writing Ball Point Pens. H. 4" L. 24" W. 2" Inserts stored in separate plexiglas box.



(G) No. 478-4

Double Face Check Desk or Counter Calendar with four Cadillac Non-Skip Long Writing Ball Point Pens. H. 4" L. 24" W. 4" Inserts stored in separate plexiglas box.

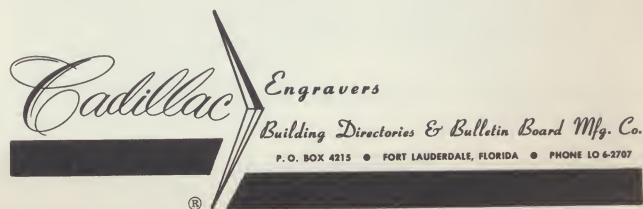
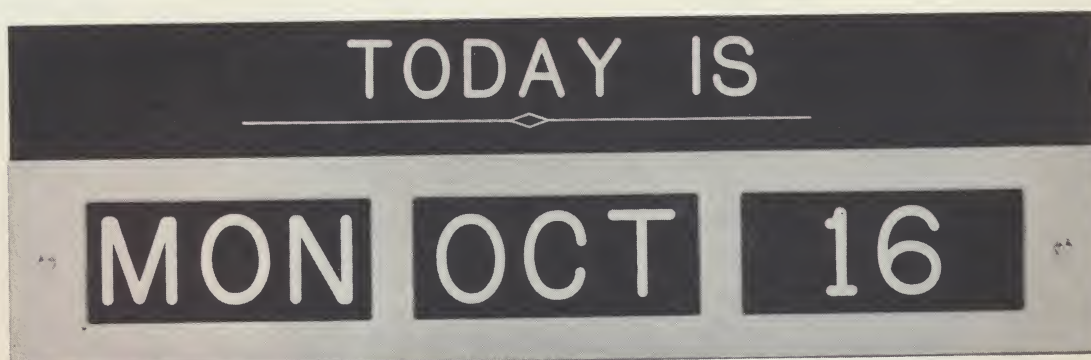
CHOICE OF CADILLAC, KERR OR SHEAFFER PENS — PLEASE SPECIFY

**LARGE
DeLUXE
WALL
CALENDAR**

No. 479

Large DeLuxe Wall Calendar for mounting on wall, easily read from a distance. Comes complete with all days, months and dates, and storage box for inserts. Available in gold or silver anodized aluminum.

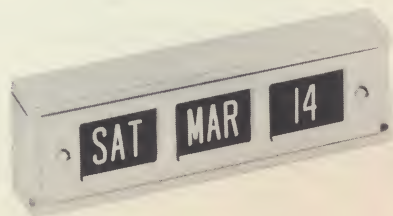
Size: 21½"x 6¾" - Insert Openings: 5½"x 2½" - Price \$132.50



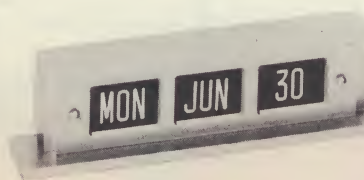
PERPETUAL CALENDARS AND PEN SETS

Anodized aluminum in satin, gold or silver

Made to last a lifetime in the busiest of banks and savings and loan counters. Inserts are made of long lasting engraved Formica. On all models below inserts are stored in calendar stands.



Calendar Inserts Stored in Calendar
No. 480



Calendar Inserts Stored in Calendar
No. 482



Calendar Inserts Stored in Calendar
No. 485



Calendar Inserts Stored in Calendar
No. 486



Calendar Inserts Stored in Calendar
No. 487-2



Calendar Inserts Stored in Calendar
No. 488-2



Calendar Inserts Stored in Calendar
No. 577-2

No.					
480	WALL MODEL OR COUNTER MODEL — SINGLE FACED	1½" D.	2½" H.	9½" L.	\$ 38.50
482	SINGLE FACED CALENDAR.....	2" D.	2½" H.	10¾" L.	42.00
475	DOUBLE FACED — See Page 12.....	3" W.	3½" H.	12" L.	74.50
485-1	SINGLE FACED CALENDAR.....	2" D.	6½" H.	5¾" L.	32.50
485-2	DOUBLE FACED CALENDAR.....	2½" W.	6½" H.	5¾" L.	49.50
486-2	CALENDAR AND LITERATURE RACK — SINGLE FACED	2½" D.	6½" H.	26½" L.	62.50
486-4	CALENDAR AND LITERATURE RACK — DOUBLE FACED	5" D.	6½" H.	26½" L.	125.00
487-2	CALENDAR AND LITERATURE RACK WITH PENS — SINGLE FACED	2½" D.	6½" H.	28½" L.	74.50
487-4	CALENDAR AND LITERATURE RACK WITH PENS — DOUBLE — 2 SIDED.....	5" W.	6½" H.	28½" L.	133.50
488-2	CALENDAR AND 2 PENS — SINGLE FACED.....	2½" D.	6½" H.	12½" L.	53.50
488-4	CALENDAR AND 4 PENS — DOUBLE FACED	5" D.	6½" H.	12½" L.	86.50
577-2	CALENDAR AND 2 PENS — SINGLE FACED.....	2" D.	2½" H.	24" L.	78.50

Choice of Pens — Sheaffer, Kerr or Cadillac

ARCHITECTS

Please Note No. 485 Single Faced Calendar can be had without top and bottom so calendar can be recessed.

DELUXE BALL POINT PEN SETS WITH BASE

With or Without Chain

These pens are widely used by literally hundreds of banks and savings and loan associations.

Pen Sets with base and chain are most always used on check desks, teller's counters, safe deposit booths. The pen base is equipped with double sided tape so that it will remain firmly in place.

Pen Sets without chain are usually placed on desk tops and used as a desk pen. The pen base is equipped with a rubberized non-slip cork to prevent scratching or marring the desk top. Pen Sets are available in either single or double. See below models.

All bases are finished in silver or gold anodized aluminum. Features distinctive, modernistic styling that harmonizes with today's modern decor.

UNLESS SPECIFIED, PENS WILL BE SHIPPED **WITH** CHAINS

505 - Pens, No Bases \$2.50 Cadillac

506 - Pens, No Bases 4.00 Kerr

507 - Pens, No Bases 4.00 Sheaffer



No. 501

Cadillac Single Ball Pen
with Base and Chain

Price \$7.50

No. 502

Cadillac Double Ball Pen
with Base and Chain

Price \$15.00



Cadillac King-Size Refills
Price50 Each
\$6.00 Doz.

All Cadillac Pens are equipped with "Skip-Free" Carbide Ball. Ink cartridges are king-size, long lasting, three-mile writing.



No. 503

Kerr Single Changepoint Ball Pen
with Base and Chain

Price \$8.00

No. 504

Kerr Double Changepoint Ball
Pen with Base and Chain

Price \$16.00



Changepoint Refills
Price60 Each \$7.20 Doz.

RETURN MAIL SERVICE

Cadillac Drive-In Unit



No. 476

This multiple purpose unit was designed to meet the many demands for a sign small enough for the limited space in a drive-in window, and yet completely legible from the driver's side. The top of the fixture accommodates a teller's changeable name clip-on plate.

Below this is a double-sided frame which accommodates all slide-in plates required.

At the bottom of the fixture is a calendar.

DIMENSIONS

Teller's changeable plate	1" x 6"
Slide-in message plate frame	6 $\frac{1}{2}$ " x 9 $\frac{1}{4}$ "
Calendar	2" x 9 $\frac{1}{2}$ "
Overall Height	10"

If additional height is desired a 2" block leg is placed under the 2 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ " base, giving this unit an overall height of 12".

Metalwork is aluminum anodized in either a natural or gold finish and highly polished.

Drive-in unit combination complete consisting of the following:

- 1 - Changeable teller's clip-on plate engraved with teller's name.
- 2 - Split-plates engraved on both sides any four messages.
- 1 - Fixture stand with or without block legs.
- 1 - Perpetual calendar.

PRICE\$56.25

Extra Names on Clip-Plates 1.75

DRIVE-IN STAND COMBINATION

Selection of messages may be made from below standard plates. Plate size 3" x 8 $\frac{3}{4}$ " x 1/16". Unit comes with two plates engraved on both sides with any of the below messages. Additional plates engraved on both sides are \$8.00 each for any messages illustrated below. For special messages, your own copy limited to five lines, refer to page 35 for material and letter costs.

No. A F. D. I. C. SIGN	No. B HELP US TO GIVE YOU BETTER SERVICE PLEASE MAKE OUT YOUR OWN DEPOSIT SLIP	No. C SAVINGS & LOAN INSURANCE SIGN	No. D OUR AIM AND DESIRE IS TO PLEASE YOU WITH EVERY TRANSACTION
No. E SORRY — WE ARE CLOSED OUR NEXT OPPORTUNITY TO SERVE YOU WILL BE 9:00 A. M.	No. F SORRY — WE ARE CLOSED OUR NEXT OPPORTUNITY TO SERVE YOU WILL BE 9:30 A. M.	No. G SORRY — WE ARE CLOSED OUR NEXT OPPORTUNITY TO SERVE YOU WILL BE 5:00 P. M. TO 8:00 P. M.	No. H WE WELCOME THE OPPORTUNITY TO SERVE YOU
No. J PERSONAL LOANS FOR PERSONAL NEEDS AT LOW RATES	No. K OUR BUSINESS IS TO HELP YOU SAVE MONEY	No. L JOIN OUR CHRISTMAS CLUB NOW FORMING	No. M WISHING YOU A MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR

SPECIAL LEGAL HOLIDAY PLATES AS BELOW

Complete with plates for each day of the week. Plate size 1" x 8 $\frac{3}{4}$ ". Set No. N. Price complete\$15.00

LEGAL HOLIDAY	NO BUSINESS TRANSACTED	TUESDAY	THURSDAY	SATURDAY
TODAY	MONDAY	WEDNESDAY	FRIDAY	

Cadillac Colourtone Folder Racks

The **CADILLAC** Colourtone Folder Rack attractively displays your folders, booklets, yearly statements, etc. that should reach your customers. They are widely used on check desks, ledges, information desks, safe deposit booths.

Racks are regularly furnished in gold or natural anodized aluminum, harmonizing with bronze or chrome metal-work.

Plates, engraved to your order, are mounted on the front as illustrated. These are made of our black, mahogany or walnut materials, per samples in the folder.

Special double sided adhesive tape is included at no additional charge for firmly adhering racks to any surface. They can be removed without marring.

SINGLE FOLDER RACK



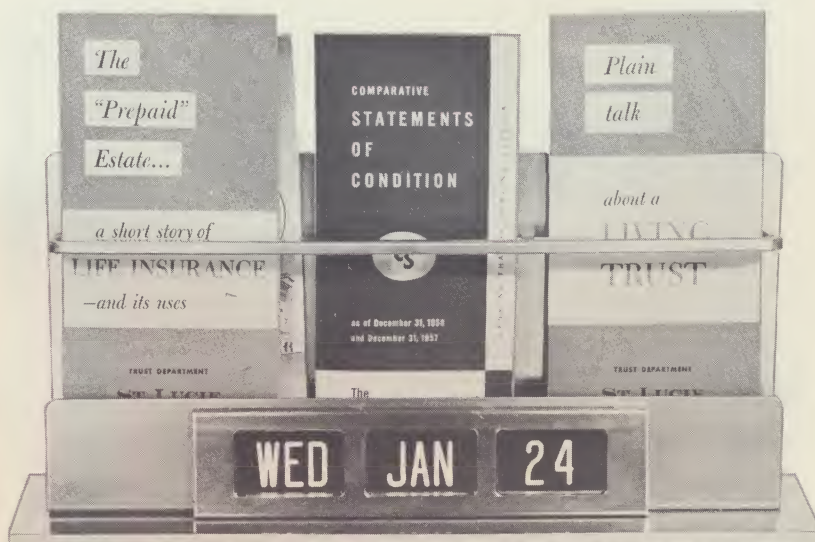
No. 451

Will take folders up to 4 inches in width.

BASE: 5½" x 2¾" HEIGHT: 6¼"

CAPACITY: 1" in depth PRICE: \$7.50 ea.

No. 455 TRIPLE FOLDER RACK



As illustrated: Triple Folder Rack 15" long, 6½" high, 2½" deep, with two adjustable dividing bars, making three sections with four inch width and back-to-front capacity of one inch. Bars are adjustable horizontally to accommodate various sizes of slips and advertising matter.

Filling a long felt need for an attractive, functional item for either Coupon Booths or Check Desks. Inserts stored in separate plexiglas box.

Price\$46.50

DOUBLE ADJUSTABLE FOLDER RACK



Center bar is adjustable laterally with one screw, to accommodate folders of varying widths. It can also be removed easily to permit display of booklets up to 8½ inches in width.

No. 452

BASE: 10½" x 2¾"

HEIGHT: 6¼"

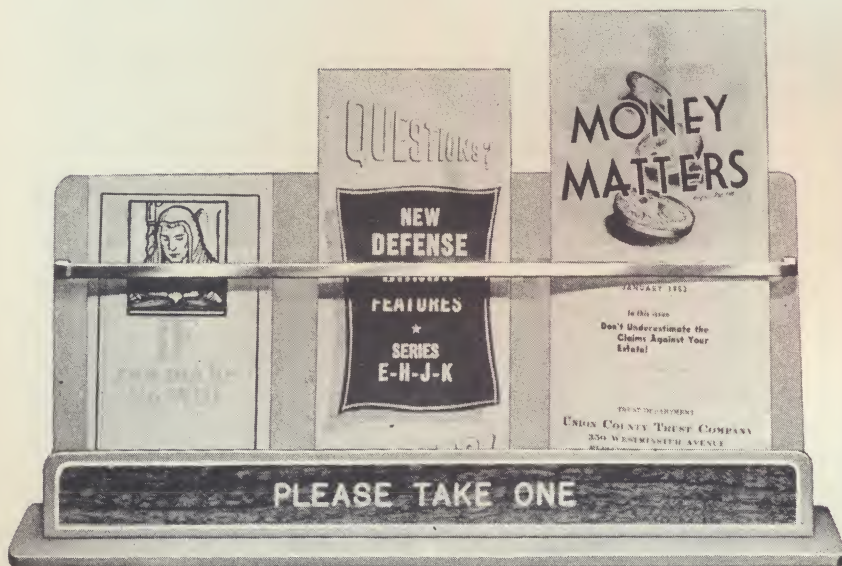
CAPACITY: 1" in depth

PRICE: \$12.50 each

RETURN MAIL SERVICE

Cadillac Three and Four Section Folder Racks

THREE SECTION FOLDER RACK



No. 453

BASE: 15" x 3"

HEIGHT: 6¼"

CAPACITY: 1" in depth

PRICE: \$18.50 each

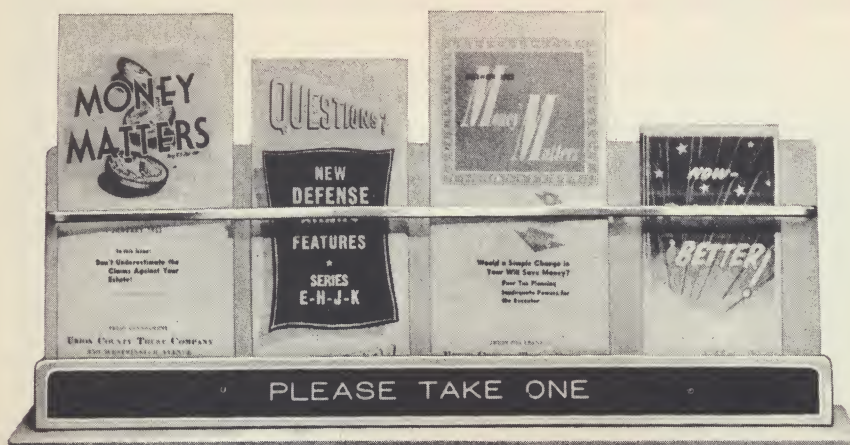
Designed for the bank that has a wider variety of literature than can be readily displayed in our Single or Double Folder Racks.

These Racks are furnished in either natural or gold anodized aluminum, harmonizing with bronze or chrome metalwork. The engraved plate can be supplied in either Walnut, Mahogany, Oak, Maple, or Blond Mahogany.

Special double sided adhesive tape is included at no additional charge for firmly adhering racks to any surface. They can be removed without marring.

Has two laterally adjustable dividing bars, making three four-inch sections. If larger space is required, dividing bars can be easily removed.

FOUR SECTION FOLDER RACK



No. 454

With three adjustable dividing bars, making four four-inch sections.

Base: 19" x 3"

HEIGHT: 6¼"

CAPACITY: 1" in depth

PRICE: \$24.50 each

Cadillac Literature Display Standard

4 Section - Single Tier



← Single
Tier Holders
6 1/4" High

Double →
Tier Holders
10" High

4 Section - Double Tier



Especially designed for the prominent and adequate display of advertising literature, bank-by-mail envelopes, etc. This unit was designed to be placed in the lobby at the point of greatest traffic density, insuring literature distribution to the greatest number of customers. It keeps check desks uncluttered. Adjustable standard is triple-chrome-plated brass and racks are made of natural anodized aluminum. The engraved plate is made in any of our engraving materials to match our coordinated line of Bank Signs. The Literature Display Standard can be supplied with four different rack capacities:

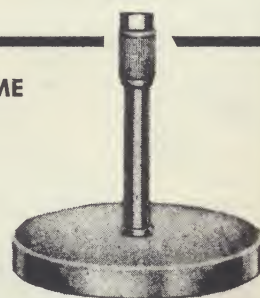
No. 456	Single Tier - 3 Section - 15" long	\$47.00
No. 457	Single Tier - 4 Section - 19" long	52.00
No. 460	Double Tier - 3 Section - 15" long	65.50
No. 459	Double Tier - 4 Section - 19" long	76.50

FLOOR MODEL STANDARD IS ADJUSTABLE FROM 34 TO 62 INCHES IN HEIGHT

The **CADILLAC** Bank Counter Standard incorporates the same features found in the floor model. It is, however, shorter and therefore adaptable for use on counters and ledges.

MODEL SC EXTENDS FROM 7" TO 12" FROM BASE TO BOTTOM OF FRAME

No. 456 - SC	Single Tier - 3 Section - 15" long	\$47.00
No. 457 - SC	Single Tier - 4 Section - 19" long	52.00
No. 460 - SC	Double Tier - 3 Section - 15" long	65.50
No. 459 - SC	Double Tier - 4 Section - 19" long	76.50



MODEL MC EXTENDS FROM 15" TO 26" FROM BASE TO BOTTOM OF FRAME

No. 456 - MC	Single Tier - 3 Section - 15" long	\$47.00
No. 457 - MC	Single Tier - 4 Section - 19" long	52.00
No. 460 - MC	Double Tier - 3 Section - 15" long	65.50
No. 459 - MC	Double Tier - 4 Section - 19" long	76.50



RETURN MAIL SERVICE

Cadillac Bank Holiday Standards

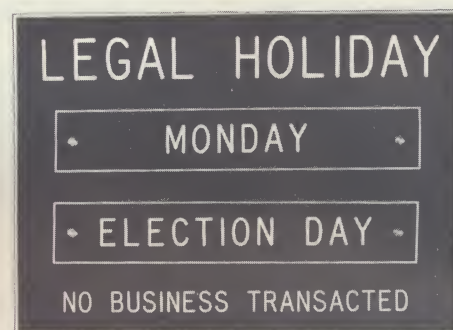


No. 467



BACK VIEW

No. 467



No. 468

The **CADILLAC** Bank Holiday Standards fill a long-felt need for an adequate display of your holiday notices.

The head is easily removed from the adjustable standard by loosening a thumb screw. The anodized aluminum plaque is 14½ inches by 10½ inches. Plates, 12 inches by 2½ inches, are easily removed for change of the center panel. Extra day plates are kept on the back of the plaque, as illustrated above.

Plates can be furnished in any of our sample materials — black, walnut or mahogany with white lettering.

No. 467. PRICE, complete\$65.50

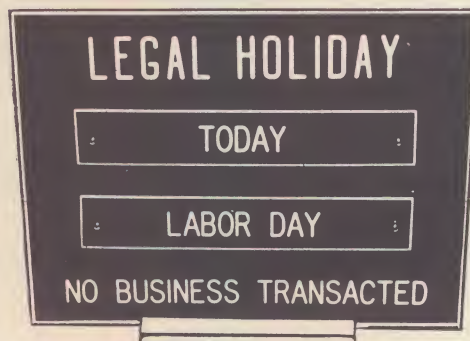
STANDARD IS ADJUSTABLE FROM 30 TO 60 INCHES IN HEIGHT

The head is easily removed from the adjustable standard by loosening a thumb screw. The bakelite plaque is 14½ inches by 10½ inches. Plates, 12 inches by 2 inches, are easily removed for change of the center panel. This unit comes with all the day plates, plus your choice of eleven of any holiday plates listed below. Plates can be furnished in any of our sample materials — black, walnut or mahogany with white lettering.

No. 468. PRICE, complete\$65.50

Complete with base for counter and chains for hanging. This unit comes with all the day plates, plus your choice of eleven of any holiday plates listed below.

No. 469. PRICE, complete\$42.50



No. 469

Plaque size: 8½" x 12"

Panel size: 1½" x 8⅞"

HOLIDAY PLATES FOR No. 468 and 469

New Year's Day	Good Friday
Memorial Day	Veterans' Day
4th of July	Labor Day
Thanksgiving Day	Christmas Day
Mardi Gras Day	Election Day
Washington's Birthday	
Robert E. Lee's Birthday	
Lincoln's Birthday	
Jefferson Davis' Birthday	
Thomas Jefferson's Birthday	

Cadillac Bank Utility Standard



A novel feature of this fast-growing bank accessory is its adaptability to the display of a wide range of bank messages — thus making it attractive from the standpoint of reading interest. The anodized aluminum frame has a slotted end for changing plates easily and will hold five 17" x 10" plates.

CADILLAC Bank Messages present a dignified appearance, coupled with rich background colors and high legibility of the clear white letters deeply engraved through the color.

Signs never wear out or rub off. They are easy to change, and can be cleaned quickly with a damp cloth.

No. 461 PRICE, complete with two message plates engraved on both sides (any four messages wanted) \$76.50

No. 464 PRICE, with only one plate, engraved on one side for directional purposes \$54.50

No. 461 - MC PRICE, complete with two message plates engraved on both sides (any four messages wanted) \$76.50

No. 464 - MC PRICE, with only one plate, engraved on one side for directional purposes \$54.50

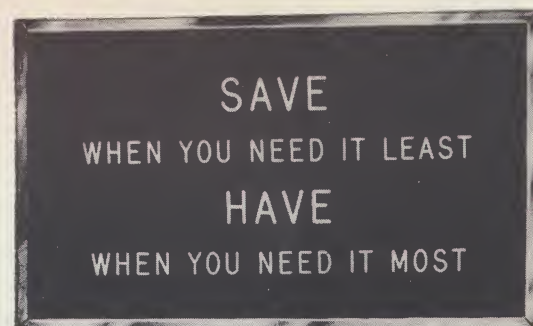
No. 461 - SC PRICE, complete with two message plates engraved on both sides (any four messages wanted) \$76.50

No. 461 - SC PRICE, with only one plate, engraved on one side for directional purposes \$54.50

Standard is adjustable from 30 to 60 inches in height. →



MODEL SC
EXTENDS FROM
← 8" TO 13"
FROM BASE
TO BOTTOM OF FRAME



MODEL MC
EXTENDS FROM
16½" TO 31" →
FROM BASE
TO BOTTOM OF FRAME

Selection of messages may be made from suggestions below, from enclosed Message Lists, or to your own order.

See page No. 23

BANKING HOURS
MONDAY TO FRIDAY
8:30 TO 3:00
MONDAY EVENING
6:00 TO 8:00

CLUB PAYMENTS
LAST WINDOW →

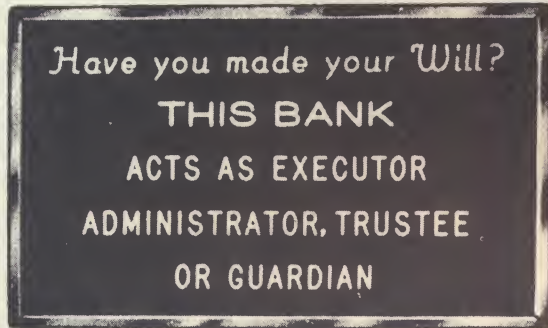
ENJOY THE CONVENIENCE
OF A PERSONALIZED
CHECKING ACCOUNT
NO MINIMUM BALANCE

RETURN MAIL SERVICE

Cadillac Bank Utility Standard Combination

Head Only...\$32.50

Frame Only...\$15.00



← Message Plate Frame is easily removed by loosening thumb screw. Bank Holiday Head → is inserted in standard for necessary period.

No. 463



A novel feature of this fast-growing bank accessory is its adaptability to the display of a wide range of bank messages — thus making it attractive from the standpoint of reading interest.

The anodized aluminum frame has a slotted end for changing plates easily and will hold five 17" x 10" plates.

CADILLAC Bank Messages present a dignified appearance, coupled with rich background colors and high legibility of the clear white letters deeply engraved through the color.

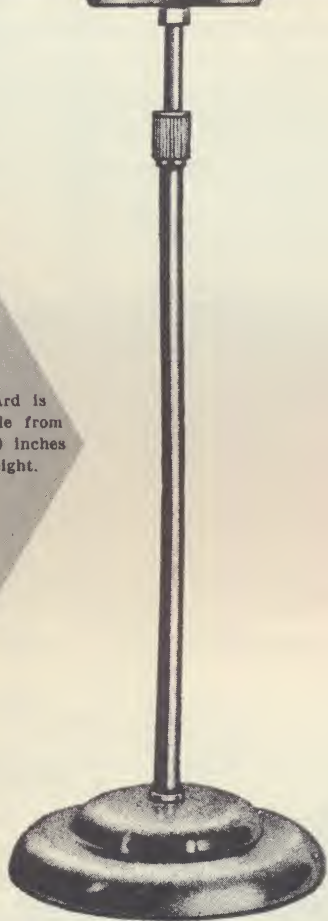
Signs never wear out or rub off. They are easy to change, and can be cleaned quickly with a damp cloth.

The Bank Utility Standard Combination includes adjustable chrome-plated standard, two message plates engraved on both sides (any four messages wanted), and the Bank Holiday head complete with plates for each day of the week.

Selection of messages may be made from suggestions below, from enclosed Message Lists, or to your own order.

PRICE, complete \$104.50

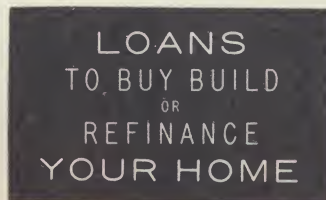
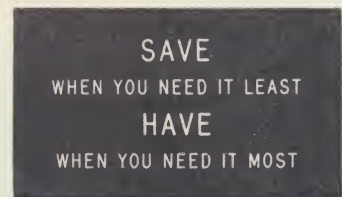
Standard is adjustable from 30 to 60 inches in height.



Message No. 9



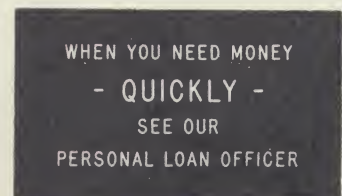
Message No. 28



Message No. 30



Message No. 32



ADDITIONAL ADVERTISING SLOGANS
For **Cadillac BANK UTILITY STANDARD**

FURNISHED WITH WHITE ENGRAVED LETTERING
ON BLACK, MAHOGANY OR WALNUT MATERIAL
PRICE: 1 Message Engraved on One Side \$ 9.50
2 Messages Engraved on One Plate (Both Sides) 15.00

COPY MAY BE CHANGED TO
FIT YOUR NEEDS
SEE PAGE 35 FOR
CUSTOM PLATE PRICE

MESSAGE #31 LOANS BUSINESS OR PERSONAL TO FIT YOUR INDIVIDUAL NEEDS	MESSAGE #37 YOU CAN BUILD THAT HOME OF TO-MORROW TO-DAY ASK ABOUT OUR MORTGAGE PLANS	MESSAGE #42 DON'T WEAKEN BY SPENDING! STRENGTHEN BY SAVING! OPEN YOUR ACCOUNT HERE - NOW	MESSAGE #2 ENJOY THE SAFETY AND PRESTIGE OF A CHECKING ACCOUNT	MESSAGE #13 SOLVING A PROBLEM COMMON CENTS + DILIGENT DOLLARS = SURE SUCCESS	MESSAGE #22 SPEND WHAT IS LEFT AFTER SAVING INSTEAD OF SAVING WHAT IS LEFT AFTER SPENDING
MESSAGE #32 WHEN YOU NEED MONEY - QUICKLY - SEE OUR PERSONAL LOAN OFFICER	MESSAGE #38 YOUR HOME THE MOST IMPORTANT INVESTMENT IN YOUR LIFE ASK ANY OFFICER HOW TO OBTAIN IT	MESSAGE #43 THE POTENT DOLLAR IS THE SAVED DOLLAR! ANTICIPATE TO-MORROW BY SAVING TO-DAY	MESSAGE #6 LET THIS BANK FINANCE YOUR NEXT CAR BANK INTEREST IS LOW	MESSAGE #15 ENJOY PEACE OF MIND PROTECT YOUR VALUABLES RENT A SAFE DEPOSIT BOX HERE — NOW	MESSAGE #24 ENJOY THE CONVENIENCE OF A PERSONALIZED CHECKING ACCOUNT NO MINIMUM BALANCE
MESSAGE #33 WE MAKE LOANS ON SAVINGS PASS BOOKS AND LIFE INSURANCE POLICIES	MESSAGE #39 SAFE FUNDS THE WORLD OVER AMERICAN TRAVELERS CHECKS	MESSAGE #44 DEPARTED DOLLARS DON'T DRAW INTEREST! ADD TO YOUR ACCOUNT TO-DAY	MESSAGE #9 MAKE THIS BANK YOUR BANK FOR YOUR LOANS YOUR SAVINGS YOUR SAFE DEPOSIT BOX	MESSAGE #16 MODERNIZE — ECONOMIZE OPEN AND USE A LOW COST PERSONAL CHECKING ACCOUNT AT THIS BANK	MESSAGE #25 YOU RENT A PLACE BUT YOU OWN A HOME ASK ABOUT OUR MORTGAGE PLANS
MESSAGE #34 YOUR BANK THE BEST PLACE TO BORROW THE BEST PLACE TO SAVE	MESSAGE #40 PROTECT YOUR TRAVEL MONEY WITH AMERICAN TRAVELERS CHECKS	MESSAGE #45 SAVE MORE - HAVE MORE TRAIN YOUR DOLLARS TO LOOK AHEAD! START YOUR SAVINGS ACCOUNT HERE	MESSAGE #12 A WINNING COMBINATION "OUR" SAVINGS BANK "YOUR" SAVINGS ACCOUNT	MESSAGE #18 HAVE YOU MADE YOUR WILL? THIS BANK ACTS AS EXECUTOR ADMINISTRATOR — TRUSTEE OR GUARDIAN	MESSAGE #26 WE HAVE NOTHING TO SELL EXCEPT INDEPENDENCE - FREEDOM FROM WANT SELF ASSURANCE YOUR SAVINGS ACCOUNT DOES IT
MESSAGE #35 WORRIED BY UNPAID BILLS? SEE OUR PERSONAL LOAN OFFICER	MESSAGE #41 PAY BY CHECK USE OUR SPECIAL CHECKING ACCOUNT SERVICE	MESSAGE #46 A SAVINGS ACCOUNT CAN BE OPENED WITH ANY AMOUNT - EVEN \$1.00 - WHY NOT START TO-DAY?	MESSAGE #10 INSURE FUTURE SECURITY SAVE REGULARLY THE ART OF HAVING IS SAVING A PART	MESSAGE #19 THE A-B-C OF THRIFT A - SAVE REGULARLY B - INVEST INTELLIGENTLY C - OWN YOUR OWN HOME ACCOMPLISH ALL THREE HERE	MESSAGE #27 SWIM OR SINK SAVE OR SUFFER START YOUR ACCOUNT NOW
MESSAGE #36 MODERNIZE YOUR HOME WITH A PERSONAL LOAN	CHRISTMAS PLATE #3 JOIN OUR CHRISTMAS CLUB NOW FORMING	MESSAGE #47 CHEERFUL READING ON A RAINY DAY A BANK BOOK	MESSAGE #14 BE SMART AND THRIFTY FINANCE AT THIS BANK YOUR NEXT CAR YOUR HOME IMPROVEMENTS BANK INTEREST IS LOW	MESSAGE #20 TOMORROW'S INDEPENDENCE DEPENDS ON TODAY'S — SAVING — START NOW	MESSAGE #28 SAVE WHEN YOU NEED IT LEAST HAVE WHEN YOU NEED IT MOST
MESSAGE No. 29 3 ESSENTIALS TO HAPPINESS A HOME - A SAVINGS ACCOUNT A LIFE INSURANCE PLAN INQUIRE ABOUT OUR LOW COST SAVINGS BANK LIFE INSURANCE	MESSAGE No. 52 NEW ACCOUNTS OPENED BY ANY OFFICER	MESSAGE No. 58 NEED MONEY? WE HAVE IT FOR YOU	MESSAGE #64 BANKING HOURS ARE OVER BUT, AS YOU CAN SEE, NOT FOR THE STAFF, WHICH NOW MUST BALANCE AND AUDIT THE DAY'S BUSINESS.	MESSAGE #70 SECURITY AT LAST MEANS SAVINGS AT FIRST ADD TO YOUR ACCOUNT TODAY	MESSAGE #76 HOLD YOUR BONDS! IF YOU NEED MONEY SEE US
MESSAGE No. 30 LOANS TO BUY - BUILD OR REFINANCE YOUR HOME	MESSAGE No. 53 NEED MONEY? OUR PERSONAL LOAN SERVICE IS FAST PRIVATE & LOW COST ASK ABOUT IT	MESSAGE No. 59 WANT TO MODERNIZE YOUR HOME? SEE OUR PERSONAL LOAN OFFICER	MESSAGE #65 BANKING HOURS MONDAY TO FRIDAY 8:30 TO 3:00 MONDAY EVENING 6:00 TO 8:00	MESSAGE #71 YOU CAN PROVE WHAT, YOU SAID WHEN, AND TO WHOM, WHEN YOU PAY BY CHECK	MESSAGE #77 OUR BUSINESS IS TO HELP YOU SAVE MONEY
MESSAGE No. 48 WHEN YOU'RE ABLE ACTIVE AND EARNING THAT'S THE TIME TO SAVE	MESSAGE No. 54 A SECURE FUTURE FOR TOMORROW CAN BE STARTED BY OPENING A SAVINGS ACCOUNT — TODAY —	MESSAGE No. 60 MAKING MORTGAGE LOANS IS OUR BUSINESS LET US HELP BUY YOUR HOME	MESSAGE #66 SAVE FOR A SPECIAL PURPOSE EVERY PAY DAY	MESSAGE #72 THE TIME IS HERE TO--- SAVE THE PLACE TO SAVE IS--- HERE	MESSAGE #78 PERSONAL LOANS FOR PERSONAL NEEDS AT LOW RATES
MESSAGE No. 49 WE MAKE LOANS ON YOUR SAVINGS ACCOUNT	MESSAGE No. 55 JOIN OUR VACATION CLUB — NOW — FOR THAT MUCH NEEDED VACATION NEXT SUMMER	MESSAGE No. 61 LOW COST LOANS FOR HOUSEHOLD APPLIANCES SEE OUR LOAN OFFICER	MESSAGE #67 PROPER ESTATE PLANNING REDUCES INHERITANCE TAXES OUR EXPERIENCE IS AT YOUR COMMAND.	MESSAGE #73 YOU WILL BE GLAD TOMORROW YOU SAVED TODAY	MESSAGE #79 PAY LESS—GET THE BEST SAVINGS BANK LIFE INSURANCE COSTS LESS
MESSAGE No. 50 TOMORROW NEVER COMES WHY NOT START THAT SAVINGS ACCOUNT TO-DAY	MESSAGE No. 56 WE HAVE EVERY BANKING SERVICE JUST ASK FOR IT	MESSAGE No. 62 MAKE US YOUR EXECUTOR OUR EXPERIENCE WILL — SAVE MONEY — FOR YOUR ESTATE	MESSAGE #68 CHOOSE YOUR BANKING HOURS BANK BY MAIL SAFE - ECONOMICAL - CONVENIENT	MESSAGE #74 WANT QUICKER SERVICE? BANK ON DAYS OTHER THAN MONDAY AND FRIDAY	MESSAGE #80 WE FINANCE CARS AND APPLIANCES. AT LOW COST
MESSAGE No. 51 "IT'S RAINING OUTSIDE!" TO INSURE SECURITY FOR THE NEXT RAINY DAY START A SAVINGS ACCOUNT HERE — NOW — TODAY	MESSAGE No. 57 LIFE INSURANCE LOANS AT LOWER RATES TALK WITH OUR LOAN OFFICERS	MESSAGE No. 63 YOUR FURS WILL THRIVE IN OUR REFRIGERATED VAULTS	MESSAGE #69 REWARD YOUR OLDER YEARS BY SAVING IN YOUR YOUNGER DAYS START NOW	MESSAGE #75 AT THIS HOLIDAY SEASON WE WISH FOR YOU THE BEST OF HEALTH AND PROSPERITY IN THE NEW YEAR	MESSAGE #81 THE DOLLARS YOU SAVE ARE HELPING TO SAVE AMERICA
MESSAGE #82 A CURRENT DIVIDEND 7% PER ANNUM	MESSAGE #87 HAVE YOU A SAVINGS ACCOUNT? THE MONEY YOU SAVE IS THE MEASURE OF YOUR FINANCIAL SUCCESS	MESSAGE #93 CUT YOUR TIME IN THE LINE MAKE OUT YOUR OWN DEPOSIT TICKET	MESSAGE #84 PAY YOUR BILLS THE "WRITE" WAY OPEN A PERSONALIZED CHECKING ACCOUNT	MESSAGE #90 OUR TOWN GREW AND PROSPERED THROUGH THRIFT HAVE YOU OPENED YOUR SAVINGS ACCOUNT?	MESSAGE #96 PERSONAL LOANS FOR EVERY WORTHY NEED SIMPLE — QUICK
MESSAGE #82 B DIVIDENDS PAID AT THE RATE OF 7% PER ANNUM YOUR ACCOUNT IS INSURED	MESSAGE #88 WE OFFER ATTRACTIVE AUTO FINANCE RATES CONSULT OUR INSTALLMENT LOAN DEPARTMENT	MESSAGE #94 LOAN HEADQUARTERS MONEY IS YOURS FOR ANY WORTH WHILE PURPOSE	MESSAGE #85 IF YOU ARE DISCONTENTED WITH A HOUSE THAT IS RENTED ASK ABOUT OUR MORTGAGE PLANS	MESSAGE #91 KEEP YOUR VALUABLES WHERE WE KEEP OURS IN A SAFE DEPOSIT BOX	MESSAGE #97 PAY YOUR BILLS BY MAIL WITH A CHECKING ACCOUNT NO MINIMUM BALANCE
MESSAGE #83 DON'T WORRY ABOUT YOUR VALUABLES RENT A SAFE DEPOSIT BOX	MESSAGE #89 ALWAYS AT YOUR SERVICE BY MAIL BY PHONE IN PERSON	MESSAGE #95 IT'S OLD AND CORNY BUT STILL WE SAY, "SAVE, SAVE, SAVE FOR A RAINY DAY."	MESSAGE #86 THERE IS NO BETTER NAME ON A SAVINGS ACCOUNT THAN YOUR OWN	MESSAGE #92 TO GET THE THINGS YOU WANT MAKE REGULAR DEPOSITS IN YOUR SAVINGS ACCOUNT	MESSAGE #98 WANT TO ADD A ROOM? IF YOU NEED HELP WITH THE FINANCING SEE US ABOUT A MODERNIZATION LOAN

BRADEN *Desk or Counter Models*

THE BRADEN LINE IS AN INEXPENSIVE LINE THAT IS BEING SOLD TO SCHOOLS & HOSPITALS THROUGHOUT THE NATION

HOLDERS MADE OF $\frac{3}{8}$ " CLEAR PLEXIGLAS



Modern $\frac{3}{8}$ " clear plexiglas with a choice of 10 colors for panels. Will harmonize with any color scheme.

See page 2 for panel colors

YOUR DISPLAY SAMPLE IS
A-110

	Size	One-Line	Two-Line
A-110	1 $\frac{1}{8}$ x 7 $\frac{1}{2}$ "	\$ 3.75	\$ 5.25
Replacement panel	1 x 7 $\frac{1}{2}$ "	1.25	2.75
A-111	2 $\frac{1}{4}$ x 8 $\frac{7}{8}$ "	5.50	7.00
Replacement panel	1 $\frac{1}{2}$ x 8 $\frac{7}{8}$ "	1.65	3.15
A-112	2 $\frac{7}{8}$ x 11 $\frac{7}{8}$ "	8.50	10.00
Replacement panel	2 x 11 $\frac{7}{8}$ "	2.50	4.00
A-115	3 $\frac{3}{8}$ x 13 $\frac{3}{8}$ "	12.50	14.00
Replacement panel	3 x 13 $\frac{3}{8}$ "	3.50	5.00

EXTRA LINE ENGRAVED \$1.50 EACH PANEL

Modern and Attractive

for departmental identification.

See page 2 for panel colors

	Size	Two Panels
AB-210	2 $\frac{1}{4}$ x 7 $\frac{1}{2}$ "	\$5.50 complete
Replacement panel	1 x 7 $\frac{1}{2}$ "	1.25
Replacement panel	$\frac{1}{2}$ x 7 $\frac{1}{2}$ "	1.25
AB-211	3 x 8 $\frac{7}{8}$ "	7.50 complete
Replacement panel	1 $\frac{1}{2}$ x 8 $\frac{7}{8}$ "	1.65
Replacement panel	$\frac{3}{4}$ x 8 $\frac{7}{8}$ "	1.25

TOP EDGE OF GLASS MOUNTING

GB-210	2 $\frac{1}{4}$ x 7 $\frac{1}{2}$ "	5.50 complete
Replacement panel	1 x 7 $\frac{1}{2}$ "	1.25
Replacement panel	$\frac{1}{2}$ x 7 $\frac{1}{2}$ "	1.25
GB-211	3 x 8 $\frac{7}{8}$ "	7.50 complete
Replacement panel	1 $\frac{1}{2}$ x 8 $\frac{7}{8}$ "	1.65
Replacement panel	$\frac{3}{4}$ x 8 $\frac{7}{8}$ "	1.25



AB-211
TWO PANEL
DEPARTMENT MODEL



AB-210
TWO PANEL
EXECUTIVE MODEL

— RETURN MAIL SERVICE —

BRADEN Door - Wall Models

THE BRADEN LINE IS AN INEXPENSIVE LINE THAT IS BEING SOLD TO SCHOOLS & HOSPITALS THROUGHOUT THE NATION

HOLDERS DOVETAILED PANELS SLIDE IN WILL NOT FALL OUT

Matches all other units
for complete installations
See page 2 for panel colors



MODEL
D-115

HOLDERS MADE OF 3/8" CLEAR PLEXIGLAS SINGLE PANEL

Model No.	Size	One-Line	Two-Line
D-110	1 5/8 x 7 1/2"	\$ 3.75	\$ 5.25
Replacement panel	1 x 7 1/2"	1.25	2.75
D-111	2 1/4 x 8 7/8"	5.50	7.00
Replacement panel	1 1/2 x 8 7/8"	1.65	3.15
D-112	2 7/8 x 11 7/8"	8.50	10.00
Replacement panel	2 x 11 7/8"	2.50	4.00
D-115	3 7/8 x 13 7/8"	12.50	14.00
Replacement panel	3 x 13 7/8"	3.50	5.00

DOUBLE PANELS

Model No.	Size	Two Panels	Extra Line Engraved
D-210	2 7/8 x 7 1/2"	\$ 5.25	
Replacement panel	1 x 7 1/2"	2.50	Add
D-211	4 x 8 7/8"	9.50	\$1.50
Replacement panel	1 1/2 x 8 7/8"	3.30	for
D-212	5 1/4 x 11 7/8"	16.25	each
Replacement panel	2 x 11 7/8"	5.00	panel
D-215	7 1/4 x 13 7/8"	20.50	
Replacement panel	3 x 13 7/8"	7.00	

EXTRA LINE ENGRAVED ADD \$1.50 FOR EACH PANEL

BRADEN Glass Models

See page 2 for panel colors

SINGLE PANEL

Model No.	Size	One-Line	Two-Line
G-110	1 5/8 x 7 1/2"	\$ 3.75	\$ 5.25
Replacement panel	1 x 7 1/2"	1.25	2.75
G-111	2 1/4 x 8 7/8"	5.50	7.00
Replacement panel	1 1/2 x 8 7/8"	1.65	3.15
G-112	2 7/8 x 11 7/8"	8.50	10.00
Replacement panel	2 x 11 7/8"	2.50	4.00
G-115	3 7/8 x 13 7/8"	12.50	14.00
Replacement panel	3 x 13 7/8"	3.50	5.00

DOUBLE PANELS

Model No.	Size	Two-Panels	Extra Line Engraved
G-210	2 7/8 x 7 1/2"	\$ 5.25	
Replacement panel	1 x 7 1/2"	2.50	Add
G-211	4 x 8 7/8"	9.50	\$1.50
Replacement panel	1 1/2 x 8 7/8"	3.30	for
G-212	5 1/4 x 11 7/8"	16.25	each
Replacement panel	2 x 11 7/8"	5.00	panel
G-215	7 1/4 x 13 7/8"	20.50	
Replacement panel	3 x 13 7/8"	7.00	

HOLDERS DOVETAILED — PANELS SLIDE IN

Will mount on top edge of glass partitions.
When ordering, state thickness of mounting edge.



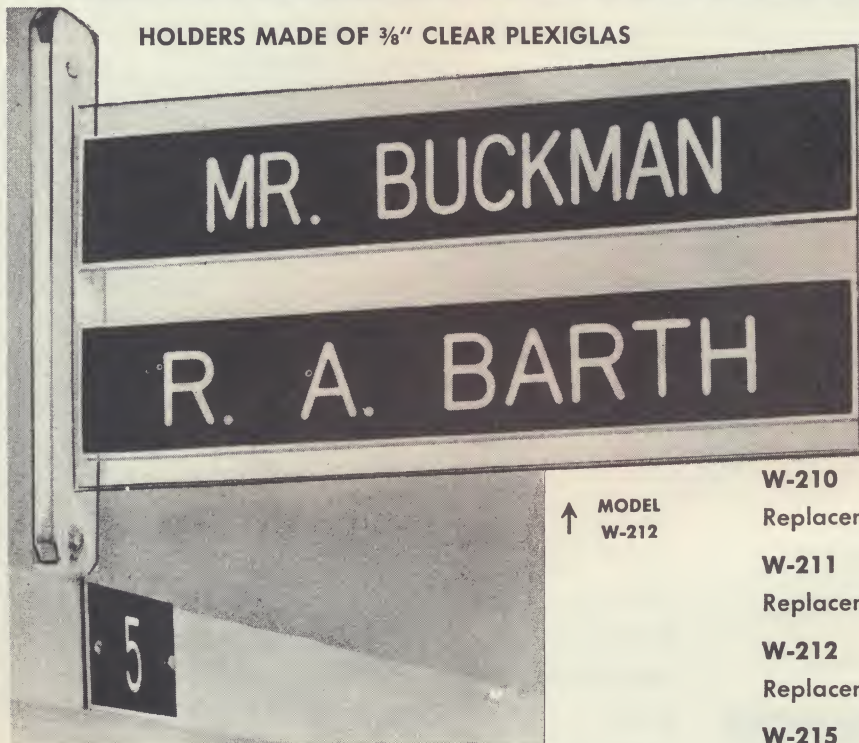
MODEL
G-111

OVERHANGING
HOLDER

RETURN MAIL SERVICE

BRADEN *Double Projecting Model*

THE BRADEN LINE IS AN INEXPENSIVE LINE THAT IS BEING SOLD TO SCHOOLS & HOSPITALS THROUGHOUT THE NATION



HOLDERS MADE OF 3/8" CLEAR PLEXIGLAS

**HEAVY CLEAR PLEXIGLAS
HOLDERS DOVETAILED
PANELS SLIDE IN
WILL NOT FALL OUT**

Will harmonize with other units. Made to read 1 or 2 sides. Choice of 10 color panels for all units at no additional charge.

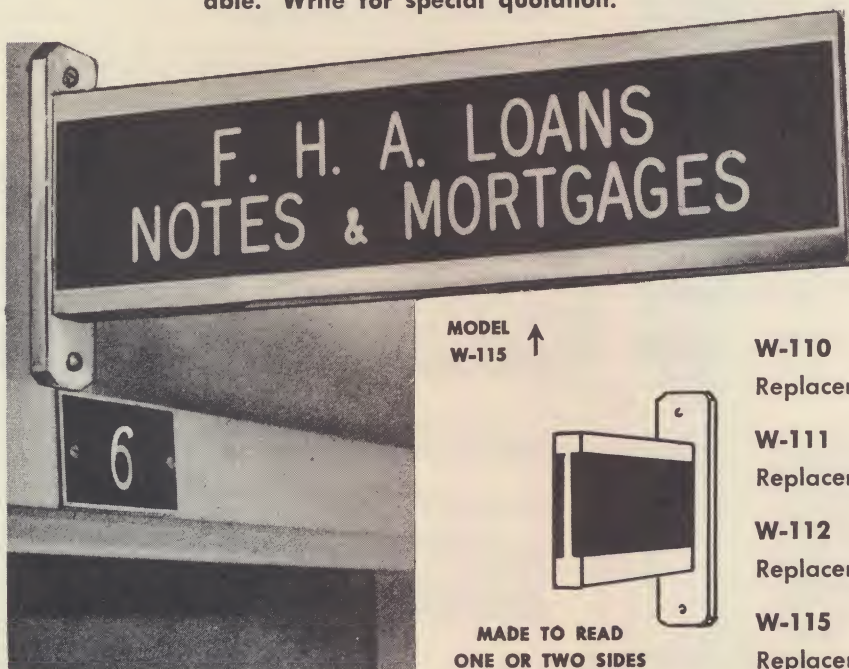
See page 2 for panel colors

Additional line engraved \$1.50 each panel.

	Size	2 Panels One Side	2 Panels Two Sides
W-210	2 7/8 x 7 1/2"	\$ 5.25	\$ 8.25
Replacement panel	1 x 7 1/2"	2.50	5.00
W-211	4 x 8 7/8"	9.50	13.25
Replacement panel	1 1/2 x 8 7/8"	3.30	6.60
W-212	5 1/4 x 11 7/8"	16.25	21.75
Replacement panel	2 x 11 7/8"	5.00	10.00
W-215	7 1/4 x 13 7/8"	20.50	28.00
Replacement panel	3 x 13 7/8"	7.00	14.00

PROJECTING MODEL - SINGLE

Very attractive larger sizes available. Write for special quotation.



**HEAVY CLEAR PLEXIGLAS
HOLDERS DOVETAILED
PANELS SLIDE IN
WILL NOT FALL OUT**

See page 2 for panel colors

	Size	Panel One-Side	Panels Two-Sides
W-110	1 5/8 x 7 1/2"	\$ 3.75	\$ 5.25
Replacement panel	1 x 7 1/2"	1.25	2.50
W-111	2 1/4 x 8 7/8"	5.50	7.50
Replacement panel	1 1/2 x 8 7/8"	1.65	3.30
W-112	2 7/8 x 11 7/8"	8.50	11.25
Replacement panel	2 x 11 7/8"	2.50	5.00
W-115	3 7/8 x 13 7/8"	12.50	16.25
Replacement panel	3 x 13 7/8"	3.50	7.00

EXTRA LINE ENGRAVED \$1.50 EACH PANEL

RETURN MAIL SERVICE

BRADEN "U" Type

THE BRADEN LINE IS AN INEXPENSIVE LINE THAT IS BEING SOLD TO SCHOOLS & HOSPITALS THROUGHOUT THE NATION



MODEL
V-111
→



MODEL
V-110
←

Highly versatile in use — replaceable panels for any occasion. Wide selection of panel colors. See page 2 for colors.

Model No.	Size	Price
V-110	2 x 7½"	\$ 6.00 complete
Replacement panel	1 x 7½"	1.25 each
V-111	2⅞ x 8⅞"	9.25 complete
Replacement panel	1½ x 8⅞"	1.65 each
V-112	3½ x 11⅞"	14.00 complete
Replacement panel	2 x 11⅞"	2.50 each

Units complete with **Next Window** on both sides with arrow in opposite directions **OR** Teller's name on one side with **Next Window Please** on opposite side.

EXTRA LINE ENGRAVED \$1.50 EACH PANEL • RETURN MAIL SERVICE

STOCK SIGNS

OVER 200

to choose from



Colors: Black, Walnut, Mahogany, White, Red

Size: 1½" x 8⅞" x 1/16" 1.50 ea.

2" x 9" x 1/8" 2.00 ea.

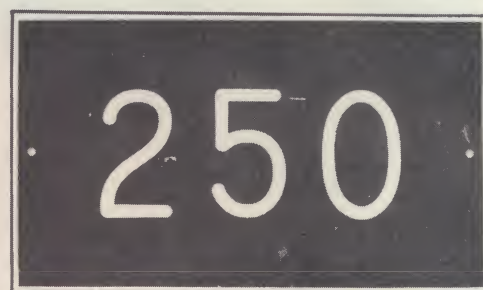
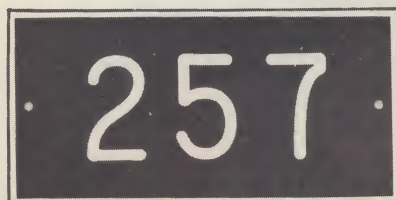
All X-Rays Cash	Doctor's Lounge	In (Vertical)	No Credit	Please Remove Your Rubbers	Stairway
Apply at Office	Doctor's Office	Information	No Loitering	Please Walk In	State Room
Arrows (Right)	Do Not Enter	Insurance	No Parking	Please Wipe Your Feet	Stock Room
Arrow (Left)	Dressing Room	Janitor	No Peddlers	Powder Room	Store Room
Attorney at Law	Drug Room	Justice of the Peace	No Smoking	President	Strict Isolation
Barber Shop	Ear, Nose & Throat	Keep Off	No Smoking Please	Private	Studio
Basal Metabolism	Electrocardiograph	Keep Out	No Trespassing	Private Entrance	Superintendent
Bath Room	Electrolysis	Keep Out Please	No Vacancies	Public Stenographer	Supply Room
Beauty Shop	Elevator	Kitchen	No Visitors	Pull (Vertical)	Surgery
Bookkeeper	Emergency Room	Laboratory	Nose & Throat	Push (Vertical)	Telephone
Boys	Employees Only	Ladies	Notary Public	Quiet	Terms Strictly Cash
By Appointment Only	Employment Office	Ladies' Lockers	Nurse	Quiet Please	Therapy
Cashier	Enter	Ladies' Parlor	Nurse's Office	Receiving	Toilet
Chapel	Entrance	Ladies' Rest Room	Nurses Only	Receiving Dept.	Tourists
Check Room	Examination Room	Ladies' Toilet	Nursery	Reception Room	Treatment Room
Chiropody	Exit	Lavatory	Obstetrics	Receptionist	Use Side Door
Class Room	Eye, Ear, Nose & Throat	Library	Office	Recording	Vacancies
Clinic	Family	Linen Room	Office Upstairs	Record Room	Ward
Cloak Room	Family Room	Locker Room	Office Walk In	Recovery Room	Waiting Room
Closed	Fire Escape	Manager	Operating Room	Rest Room	Walk In
Colored	First Aid	Medical Ward	Orthopedic	Ring Bell & Walk In	Wash Room
Colored Reception Room	Fluoroscope	Medicine	Out (Vertical)	Rooms	Watch Your Step
Consultation Room	For Rent	Members Only	Pathologist	Rooms for Rent	White
Control Room	For Sale	Men	Pediatrics	Secretary	White Reception Room
Danger	Furnished Rooms	Men's Lavatory	Physician	Show Room	Women
Delivery Room	Gentlemen	Men's Lockers	Physician's Office	Shipping Room	Women's Lavatory
Deliver All Goods in Rear	Gent's Toilet	Men's Room	Physiotherapist	Silence	X-Ray
Dentist's Office	Girls	Men's Rest Room	Physiotherapy Room	Slumber	X-Ray Office
Diet Kitchen	Grill	Men's Treatment Room	Please	Slumber Room	X-Ray Room
Dining Room	Guests Only	Next Door	Please Flush	Smoking Room	Next Window Please (without arrow)
Display Room	Hearing Aid Room	No Admittance	Please Knock	Social Service	Next Window Please (with arrow left)
Doctor	Hydrotherapy	No Checks Cashed	Please Register	Solarium	Next Window Please (with arrow right)

Engraved Bakelite stock signs may be drilled for mounting — no holder necessary — or will fit any one of the 4 types of Model 111 holders. Panels are drilled on each end unless specified to be used in holder.

RETURN MAIL SERVICE

Cadillac ROOM NUMBERS

Selection of 10 different panel colors: BLACK, RED, BROWN, GREEN, MAHOGANY (GRAINED), GRAY, WHITE, BLOND (GRAINED), WALNUT (GRAINED). Panels are made of bakelite material with white letters engraved. (White panels have black letters).

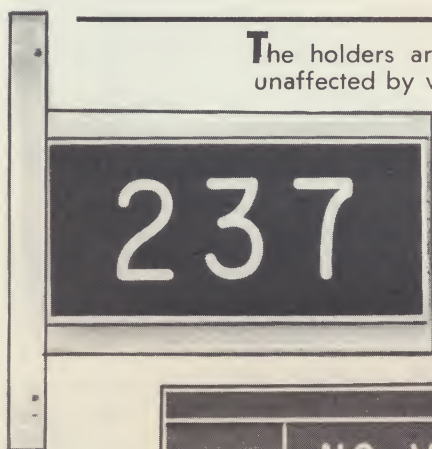


No.	Panel Size	Number Size	Price
11	3 x 1½"	¾"	\$.75
12	4 x 2"	1"	1.00
15	5 x 3"	1¼"	1.25

Price includes one to three digits. Plates with over three digits require special quotation.

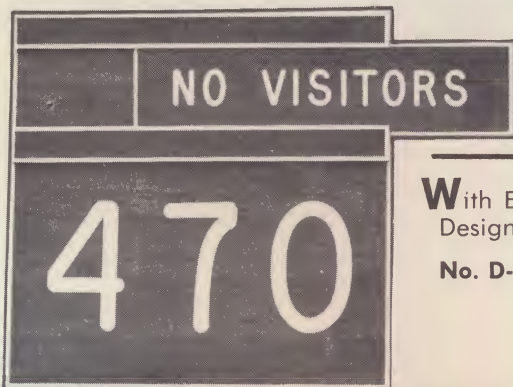
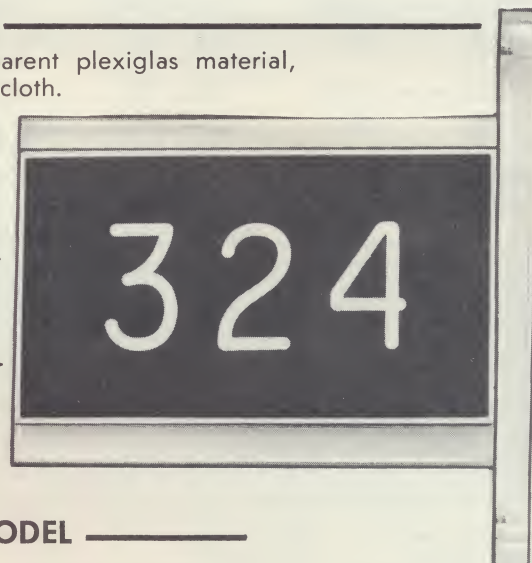
PROJECTING MODELS

The holders are made of heavy ¾" gleaming, transparent plexiglas material, unaffected by weather and easily cleaned with a damp cloth.



No. W-12	1 side	2 sides
Price	\$3.25	\$4.00
	Size 2¾ x 4"	

No. W-15	1 side	2 sides
Price	\$4.25	\$5.00
	Size 3¾ x 5"	



DOOR MODEL

With E-Z interchangeable plate that slides in. Designed in cooperation with hospital architects.

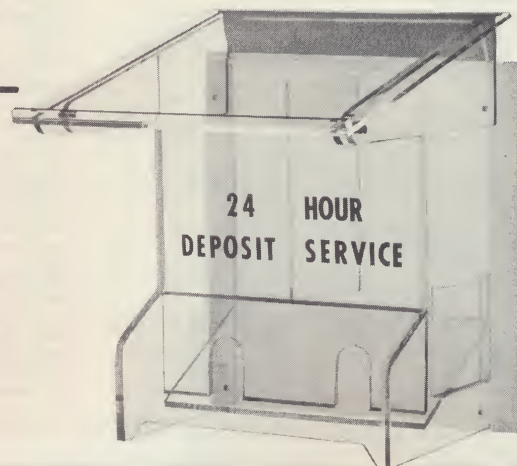
No. D-17	Price \$3.25
	Size 4 x 4"

NIGHT DEPOSITORY ENVELOPE DISPENSER

This unique newly designed unit will fill your long need for a night depository envelope dispenser. The unit is usually mounted on the outside wall close to the night depository.

Constructed of heavy plexiglas and so designed to protect the envelopes from the weather. Back plate is drilled for easy mounting to the wall with bolts.

No. 590 Size 13½" H. 12" W. 9¾" D. Price Complete \$59.00



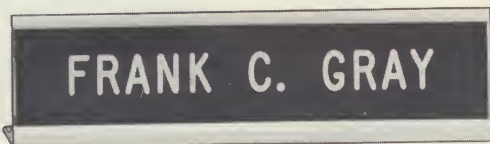
MARK III

Extruded Aluminum Line

The Mark III Line is an extruded aluminum frame designed to hold the engraved inserts of any of the twelve plastic colors. The engraved plastic inserts slide into the metal frame from the ends. (See page 2 for panel colors).

All metalwork is anodized aluminum in either gold or silver color with a beautiful soft satin finish. It neither tarnishes nor fingermarks and retains its lustre throughout the years. Write for special prices on holders only to engravers.

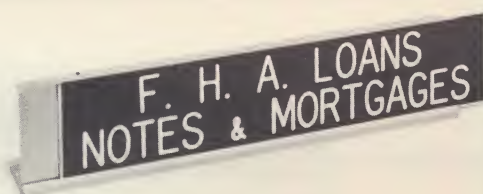
DESK OR COUNTER MOUNTS



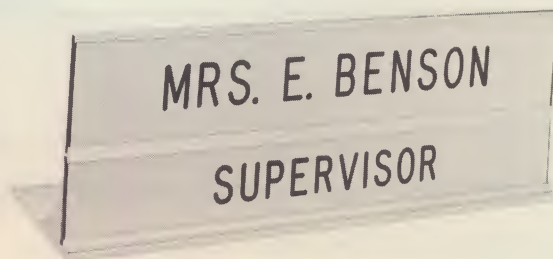
A-611	Desk or Counter Style Replacement Panel	1 7/8" x 8 7/8"	one-line \$5.65	two-line \$7.15
		1 1/2" x 8 7/8"	2.25	3.75



A-612	Desk or Counter Style Replacement Panel	2 3/8" x 12"	one-line 7.50	two-line 9.00
		2" x 12"	3.00	4.50



A-615	Desk or Counter Style Complete with Engraved Panel Replacement Panel	one-line 10.50	two-line 12.00
		3.50	5.00



A-622	Desk or Counter Style Complete with 2 panels Replacement Panels 1 1/2" x 11 7/8" — 2" x 11 7/8"	4" x 11 7/8"	13.25
		3.00 ea.	

DOOR OR WALL SIGN

These beautiful satin finished door mounts, in gold or silver anodized aluminum, are in great demand because of their sliding panels which are so easily changed. The panels are available in twelve different colors. (See page 2 for colors.)

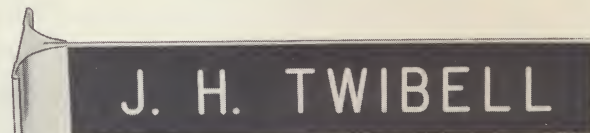
D-612	Flat Mounting for Door or Wall Replacement Panel	2 1/4" x 12"	\$7.50
		2" x 12"	3.00



PROJECTING

This popular wall bracket for projecting signs is also available in gold or silver anodized satin finish aluminum. And with the variety of twelve different color panels it will harmonize with any type of decor.

	size of panel	one side	two sides
W-612 Projecting	2" x 12" x 1/8"	\$7.50	\$9.00
W-613 Projecting	3" x 14" x 1/8"	9.50	11.00
W-614 Projecting	4" x 16" x 1/8"	12.75	14.50
W-615 Projecting	6" x 16" x 1/8"	19.75	23.75
W-616 projecting	8" x 18" x 1/8"	25.25	29.75
W-617 Projecting	10" x 20" x 1/8"	29.50	34.50
W-618 Projecting	12" x 24" x 1/8"	38.75	43.75

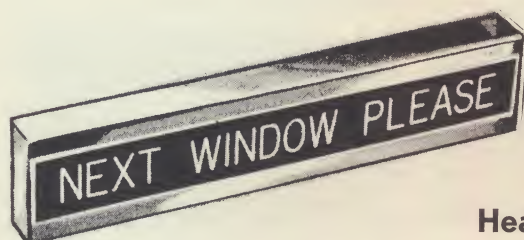


PROJECTING W 612 to W 618

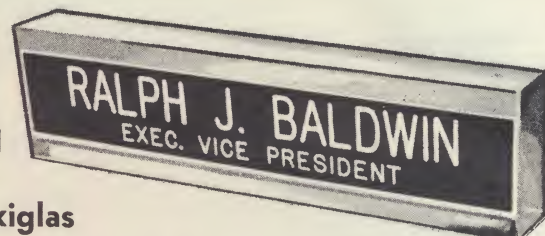
RETURN MAIL SERVICE

Clear Plexiglas Bases

All units may be had with any one of 12 color panels. See page 2.



T-110



T-111

Heavy Base of 3/4" Clear Plexiglas

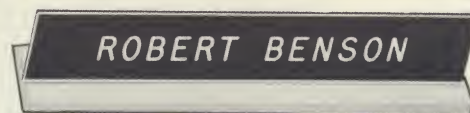
Model No.	Size	Engraved Complete	Replacement Panel	Panel Both Sides
T-110	1 5/8" x 7 1/2"	\$7.00	\$1.25 each	\$ 8.50
T-111	2 1/4" x 8 7/8"	8.50	1.65 each	10.40

Formica desk plates engraved on any of the twelve colors (see page 2) mounted on highly polished grooved clear plexiglas base.

A-411 1 1/2" x 8 7/8"\$4.00

Replacement panel 2.00

A-411



grooved base

Plexiglas easel-back base with slide-in replaceable Formica name plate in any of the 12 colors (see page 2).

EASEL MAY BE LEFT OFF AND HOLDER DRILLED FOR DOOR MOUNTING. SAME PRICE.

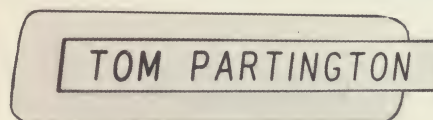
A-310 1 5/8" x 7 1/2"\$4.00

Replacement panel 1.25

A-311 2 1/4" x 8 7/8" 6.00

Replacement panel 1.65

A-310



A-311



easel-back

EXTRA LINE ENGRAVED ANY ABOVE UNITS 1.50

Return Mail Service

MY NAME IS

IDENT BADGES excellent for Hospital Aides, Nurses, Waitresses, Military personnel and sales people. All of the 12 colors on pg. 2. Pin on back complete with safety clasp.

One line 1.00 ea.

Two line 1.75 ea.

Write for quantity prices
for lots of 100 or more.

BARBARA

MISS EDNA THOMAS
HEAD NURSE

SAMUEL H. SHEPHERD



PERCENT UNITS

TO SET ON COUNTER

See page 2 for colors

Size: 3 $\frac{3}{4}$ " x 3 $\frac{3}{4}$ "

ANY DENOMINATION
AT NO EXTRA CHARGE

No. 109

\$3⁶⁵ EACH

6 OR MORE
\$3.50 each

RETURN MAIL SERVICE

Cadillac ACCESSORIES

FOR No. 501, No. 502, No. 503, No. 504 BALL POINT PENS

See Page No. 15

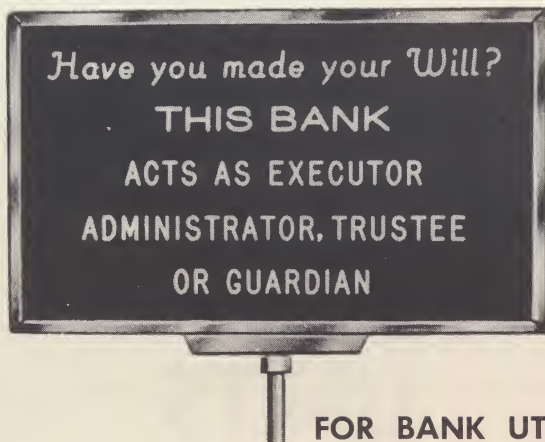
Cadillac Ball Point Pen with Chain Only. No Base. Order No. 505. Price.....	\$2.50
Change Point Ball Point Pen with Chain Only. No Base. Order No. 506. Price.....	\$4.00
Sheaffer Ball Point Pen with Chain Only. No Base. Order No. 507. Price.....	\$4.00

SPECIAL CALENDAR INSERTS COMPLETE

MON. THRU SAT. — JAN. THRU DEC. — 1 THRU 31

Size up to 1½" x 2¼" x 1/16" — Complete Set.....	\$15.00
Size up to 2" x 3" x 1/16" — Complete Set.....	\$16.50
Size up to 3" x 4" x 1/16" — Complete Set.....	\$18.50
Size up to 4" x 5" x 1/16" — Complete Set.....	\$22.50

Available in 9 Different Colors: Black, Brown, Green, Blue, Gray, White, Mahogany (Grained), Walnut (Grained), Blond (Grained). All have white letters except (white have black letters).



Message Plate Frame Only

Price\$15.00

Order No. 461-A

Bank Holiday Head
with plates for each day
of the week.

Price\$32.50

Order No. 467-A



FOR BANK UTILITY STANDARD

See Page No. 21

MOISTEE – The Perfect Finger Moistener

AWAY WITH

Tellers Cashiers Office Girls

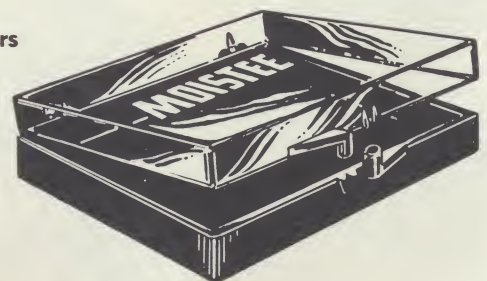
Every Office Should Have MOISTEE

just touch and rub lightly between fingers



Messy Sponge
SPILLED WATER
Unsanitary finger
to mouth
Oily Smear

FOR SORTING
FILING
COUNTING
COLLATING



MOISTEE \$.25 Each

Dealers: 12 per case — Usual Discount

Cadillac SPECIALTIES



PLAQUES

Distinctively modern. Rest room designation plaques of clear plastic with silhouettes and lettering engraved in black, or with black background with white silhouettes and lettering.

No. 479 Size 6¾" x 8½" \$22.00 per pair

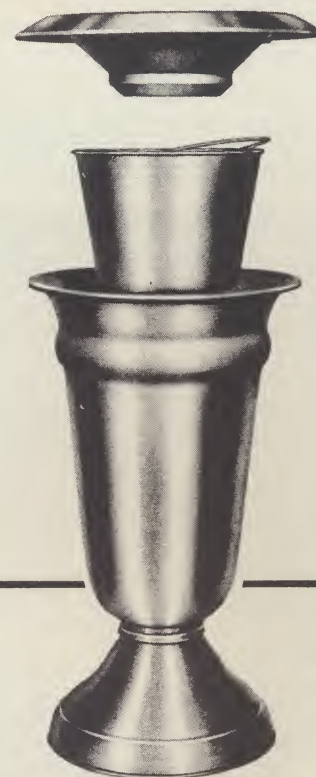
URNS



This functional urn harmonizes with our line of bank fixtures and was designed to compliment either colonial or period bank interiors.

Located in the lobby at check desks and between windows, in lounge areas, at entrances, in safe deposit departments and rest rooms, at elevators — it maintains the appearance of your banking quarters by providing the perfect receptacle for cigarette and cigar ends, chewing gum wrappers, etc. Unlike a sand urn, its use does not scatter debris on the floor, and untidy litter is hidden from view.

The urn is made of spun aluminum, anodized and heavily weighted in the base. The top, which merely lifts off, is plated. Below the top is an easily cleaned one-gallon aluminum bucket, with bail for sanitary removal, as illustrated to the right. In use, this should have a pint of water after each daily emptying. A drop of pine oil added to the water prevents any odor.



DIMENSIONS

Height, 19"

Diam. of top, 11½"

PRICE

No. 483 Natural \$34.00 each

No. 484 Gold \$36.00 each

RETURN MAIL SERVICE

Style of Letters

PANEL SIZE DEPENDS ON STYLE AND SIZE OF LETTERS
REFER TO THIS CHART
WHEN ORDERING CUSTOM SIGNS

SEE YOUR GOOD WORKS

ROBERT E. LEE

BENJAMIN FRANKLIN

LETTER HEIGHT	HIMALAYA											
	LENGTH OF SIGN											
1/4	8	16	25	34	42	59	76	84	92			
3/8	5	11	17	22	28	40	50	56	62			
1/2	4	8	12	16	21	29	38	42	46			
3/4	3	5	8	11	14	20	25	28	31			
7/8	2	5	7	9	12	17	21	24	26			
1	2	4	6	8	10	15	19	21	23			
1 1/4	2	3	5	6	8	11	15	17	18			
1 1/2	1	2	4	5	7	9	12	14	15			
2	1	2	3	4	5	7	9	10	11			
3	1	1	2	2	3	5	6	7	7			

LETTER HEIGHT	EXTRA COND											
	LENGTH OF SIGN											
1/4	13	20	28	35	42	58	72	87	100			
3/8	8	12	17	22	27	37	48	56	66			
1/2	5	9	12	16	19	26	34	41	48			
3/4	3	5+	8	10	13	18	23	28	33			
7/8	2	4	6	8	10	14	18	22	26			
1	2	4	5	7	9	13	17	20+	24			
1 1/4	2	3—	4	5	7	10	13	16	18			
1 1/2	2—	2	3	4	6	8	10	13	15			
2	1	1+	2	3	4	5	7	9	11			
3	1—	1	1+	2	2+	4	4+	5	6			

LETTER HEIGHT	CONDENSED											
	LENGTH OF SIGN											
1/4	8	12	17	22	26	36	45	55	64			
3/8	4	8	11	14	18	24	30	37	44			
1/2	3	5	8	10	12	17	22	27	32			
3/4	2	3	5	6	8	11	15	18	21			
7/8	1+	2	3	5	6	9	11	14	17			
1	1	2	3	4	5	8	10	13	16			
1 1/4	1	1	2	3	4	6	8	9	11			
1 1/2	1	1	2	3	4	5	7	8	10			
2	1—	1	1+	2	2	3	5	6	7			
3	0	0	1	1	2—	2	3	3+	4			

GEORGE WASHINGTON

ABRAHAM LINCOLN

R. WHALEN

LETTER HEIGHT	NORMAL											
	LENGTH OF SIGN											
1/4	6	10	14	18	23	31	39	50	55			
3/8	4	6	9	12	15	20	26	32	37			
1/2	2	4	6	8	10	14	19	25	27			
3/4	1	2	3	5	6	9	12	15	18			
7/8	1	2	3	4	5	7	10	12	14			
1	1	1	2	3	4	6	8	11	13			
1 1/4	1—	1	1+	2	3	4	6	8	9			
1 1/2	1—	1	1	2	2+	4	5	7	8			
2	0	1	1	2—	2	3	4	5	6			
3	0	0	1—	1	1+	2	3	3	4			

LETTER HEIGHT	EXTENDED											
	LENGTH OF SIGN											
1/4	5	8	11	14	18	24	31	37	44			
3/8	3	5	7	9	11	15	19	23	28			
1/2	2	3	5—	6	8	11	14	18	22			
3/4	1	2	3	4—	4	6	9	11	13			
7/8	1	2—	2	3	4	5	7	9	11			
1	1	1	2	3	3	5	7	8	10			
1 1/4	1	1	1	2	2	3	4	6	7			
1 1/2	0	1	1	2	2	3	4	5	6			
2	0	0	1	1	1	2	3	3	4			
3	0	0	0	1	1	1	2	2	2			

LETTER HEIGHT	ROMAN											
	LENGTH OF SIGN											
1/4	4	8—	12	16	20	28	36	40	44			
3/8	2	5	8	10	13	18	24	26	29			
1/2	2	4	6	8	10	14	18	20	22			
3/4	1	3	4	6	8	11	14	16	17			
7/8	1	2	4	5	6	9	12	13	14			
1	1	2	3	4	6	8	10	11	12			
1 1/4	1	1	2	3	4	5	7	9	10			
1 1/2	1	1	2	3	4	5	7	8	9			
2	1	1	2	2	3	4	6	6	7			

(1 1/2 Maximum Height)

For Custom Signs ONLY

- SEE LETTER CHART AND GIVE SIZE AND STYLE OF LETTER
- GIVE COLOR OF MATERIAL
- GIVE THICKNESS OF MATERIAL
- GIVE SIZE OF PLATE REQUIRED
- SPECIFY IF THEY ARE TO BE DRILLED FOR SCREWS

SEE CUSTOM SIGN PAGE FOR PRICING . . .

ANODIZED ALUMINUM FRAMES

STYLE 150

Plain (no glass)		Price
OA size	Card size	
8 x 12	7 x 11	\$ 7.80
12 x 15	11 x 14	9.00
15 x 23	14 x 22	9.85
23 x 29	22 x 28	12.75
29 x 45	28 x 44	15.60
With glass		Price
OA size	Card size	
8 x 12	7 x 11	\$ 9.75
12 x 15	11 x 14	11.25
15 x 23	14 x 22	14.75
23 x 29	22 x 28	20.50
29 x 45	28 x 44	30.50

SPECIAL SIZES ON REQUEST



***Stops Clutter...
Ends Confusion***

***Keeps Teller's
Counter Clear***



MAGNA-RACK®

PAT. PENDING

THE MODERN, MAGNETIC STAMP RACK

12" Magna-Rack	7.50 ea.
18" Magna-Rack	10.75 ea.
24" Magna-Rack	15.00 ea.

It's a fact that tellers work faster and more efficiently with clean, neat, well-organized counter areas.

Economical Magna-Rack helps tellers by ending the helter-skelter array of rubber stamps usually found on counters. Instead, Magna-Rack keeps all stamps out of the way, yet in easy, convenient reach.

And, no more pulling or tugging to release a rubber stamp from an old-fashioned, gripper-type rack. Just a light pull and the stamp your teller wants comes free — quickly, effortlessly. When he wants to put it away he simply touches the handle to Magna-Rack and it stays, solidly held by Magna-Rack's powerful magnetic action. Ends forcing the handle into gripper claws!

Magna-Rack fits anywhere, too. Screws or cements into place easily and its handsome appearance blends with the most modern interior design. Safe, sure, secure!

No need to buy new stamps. We supply special tacks which can easily be tapped into the handles of your own rubber stamps.

- ★ **Protects Rubber Stamps** — keeps them perfectly arranged — prevents stamps from becoming nicked or scratched. Keeps handles out of ink pads.
- ★ **Installs in a minute** — no special tools — a little cement or two screws and Magna-Rack is ready for work.
- ★ **No maintenance** — Magna-Rack contains powerful Alnico-V Permanent Magnets. No tension to adjust . . . no jaws to loosen.
- ★ **Saves Teller's Time** — Touch! . . . and the rubber stamp is put away. Pull! . . . and the stamp is ready for instant use.

PLASTIC CHANGEABLE LETTERS

Colors available: White, Red, Ivory, Blue, Green, Yellow, Black

FOR DIRECTORIES AND BULLETIN BOARDS

A B C D E

ROMAN ART STYLE (sizes)

1/4" - 3/8" - 1/2" - 3/4" - 1" - 1 1/2" - 2" - 2 1/2" - 3"

A B C D E F G

GOTHIC BLOCK STYLE (sizes)

1/4" - 3/8" - 1/2" - 3/4" - 1" - 1 1/2" - 2"

Not available in Ivory.

Sizes	White Red - Ivory	Black - Blue Green - Yellow
1/4"-5/16"-3/8"-1/2"-3/4"-1"	4.00 per 100	5.00 per 100
1 1/2"	7.00 per 100	8.00 per 100
2"	10.00 per 100	11.00 per 100
2 1/2"	15.00 per 100	16.00 per 100
3"	20.00 per 100	21.00 per 100

Periods and Commas: all sizes03 each

Quotation Marks (" ") 1/4" to 3"12 pair

Semi Colon (;) 1/4" to 3"06 pair

PARENTHESIS AND BRACKETS ()

1/4" to 1" - .08 pair: 1 1/2" - .14 pair: 2 1/2" - .30 pair:

3" - .40 pair

CARDBOARD BOXES

Designed for handy classification and easy accessibility for stored letters and figures. Made of sturdy cardboard and arranged for quick selection.

	Cardboard
SMALL 16" x 9 1/2" x 1 3/8" deep	\$1.50
MEDIUM 16" x 14" x 1 3/8" deep	3.00
LARGE 20 1/2" x 13 1/2" x 2" deep	4.50
KING SIZE 24" x 17 1/4" x 3 3/8" deep	6.00

NUMBER OF CHARACTERS RECOMMENDED FOR SIZE OF SIGN		
SQ. IN. OF SIGN	NUMBER OF CHARACTERS	BREAKDOWN OF LETTERS AND FIGURES
300	200	150 - 1/2 inch Letters; 50 - 1/2 inch Figures.
432	250	100 - 3/4 inch Letters; 150 - 1/2 inch Letters and Figures.
600	300	150 - 3/4 inch Letters; 150 - 1/2 inch Letters and Figures.
860	500	200 - 1 inch Letters and Figures; 300 - 3/4 inch Letters and Figures.
1200	500	200 - 1 inch Letters and Figures; 300 - 3/4 inch Letters and Figures.

LETTER & FIGURE BREAKDOWN IN FONT ASSORTMENT

EXPERIENCE HAS SHOWN THIS SELECTION TO WORK OUT WELL, BASED ON FREQUENCY OF USE OF EACH CHARACTER

FONTS OF	LETTERS & FIGURES LETTERS ONLY FIGURES ONLY			LETTERS & FIGURES LETTERS ONLY FIGURES ONLY			LETTERS & FIGURES LETTERS ONLY FIGURES ONLY			LETTERS & FIGURES LETTERS ONLY FIGURES ONLY			LETTERS & FIGURES LETTERS ONLY FIGURES ONLY			LETTERS & FIGURES LETTERS ONLY FIGURES ONLY			LETTERS & FIGURES LETTERS ONLY FIGURES ONLY		
	100			200			250			300			400			500			1000		
A	6	9		13	17		16	21		19	24		25	33		32	42		62	83	
B	3	4		6	6		7	8		9	9		12	12		14	17		28	33	
C	3	3		6	6		7	8		9	9		12	12		14	16		28	33	
D	3	3		4	6		5	8		6	9		8	12		10	16		20	33	
E	8	6		15	13		19	21		22	25		29	34		37	42		74	83	
F	3	3		6	6		6	8		9	9		12	12		12	16		24	33	
G	2	3		4	6		5	8		6	9		8	12		10	16		20	33	
H	2	4		4	8		5	11		6	12		8	16		10	20		20	41	
I	4	5		9	11		11	13		13	16		17	21		21	26		42	51	
J	2	3		4	6		5	8		6	9		8	12		10	16		20	33	
K	2	3		4	6		5	8		6	9		8	12		10	16		20	33	
L	3	3		6	6		7	8		9	9		12	12		14	16		28	33	
M	2	3		5	6		5	8		7	10		9	13		10	16		22	33	
N	3	5		6	10		7	13		9	15		12	20		14	24		28	41	
O	4	6		10	13		13	16		16	19		21	25		25	32		50	63	
P	3	3		5	6		6	8		7	9		10	12		12	16		24	33	
Q	1	1		2	3		2	2		3	3		4	4		4	5		8	18	
R	3	4		6	8		8	10		9	12		12	17		16	20		32	41	
S	3	4		6	8		9	10		9	12		12	17		18	20		36	41	
T	3	4		6	8		8	10		9	12		12	16		16	20		32	41	
U	3	5		5	8		6	8		8	13		10	17		13	18		26	35	
V	1	2		2	5		3	5		3	6		4	8		6	10		12	20	
W	2	4		4	8		5	10		6	12		8	16		10	20		20	32	
X	1	1		2	3		2	3		3	3		4	4		4	6		8	12	
Y	2	3		4	6		5	6		6	9		8	12		10	12		20	24	
Z	1	1		2	2		2	2		3	3		4	4		4	4		8	8	
Period	1	3		2	5		3	5		3	7		4	9		7	10		12	20	
And &	1	2		2	3		2	4		3	5		4	6		5	8		8	16	
1	3		12	6		24	8		30	9		36	13		48	16		60	33		
2	3		10	6		20	8		25	9		30	12		40	16		50	33		
3	2		8	4		16	5		20	6		24	8		32	10		40	21		
4	2		6	4		12	5		15	6		18	8		24	10		30	21		
5	3		12	6		24	8		30	9		36	12		48	16		60	33		
6	2		6	4		12	5		15	6		18	8		24	10		30	21		
7	2		10	4		20	5		25	6		30	8		40	10		50	21		
8	2		6	4		12	5		15	6		18	8		24	10		30	21		
9	2		6	4		12	5		15	6		18	8		24	10		30	20		
0	2		12	4		24	6		30	7		36	10		48	12		60	24		
Dollar \$	1		4	2		8	3		10	3		12	4		16	6		20	12		
Cent c	1		4	2		8	3		10	3		12	4		16	6		20	12		

All prices subject to change without notice. F. O. B. FORT LAUDERDALE

CADILLAC ENGRAVERS BUILDING DIRECTORIES & BULLETIN BOARD MFG. CO. Box 4215, Fort Lauderdale, Florida

Custom

ENGRAVED BAKELITE SIGNS

Made to Order on Your Specifications

In determining the over-all size of made-to-order signs, decide first on size of letters required. With normal letters, each letter and space needs the same space left to right as the height of the letter. Leave about two letter spaces at right and left of longest line for pleasing appearance.

Price of Plastic

1/16" thick05 per sq. in.
1/8" thick07 per sq. in.

Engraving of Letters

1/2" or under .12 ea. 2 " or under .44 ea.
1 " or under .17 ea. 2 1/2" or under .60 ea.
1 1/2" or under .30 ea. 3 " or under .90 ea.

HOW TO PRICE:

_____sq. in. material @ _____ per sq. in.
_____letters engraved @ _____ per letter

Total Price _____

Colors: Black, Cocoa, Green, Brown, Gray, Red, Blonde (grained), Walnut (grained), Mahogany (grained), White. White lettering except on white panels which have black letters. Write for quotations on special shapes and designs.



Custom

ENGRAVED

PLEXIGLAS SIGNS

Made of clear plexiglas with lettering engraved from back, leaving a smooth polished surface for a shatterproof sign that will give many years of satisfactory service. Clean with a damp cloth.



TO DETERMINE COST:

Add cost of the plexiglas panel to the cost of engraving the lettering.

3/16" thick Plexiglas .08 per sq. in.

1/4" thick Plexiglas .10 per sq. in.

ENGRAVING .OF LETTERS:

up to 1/2" letters .25 ea.

up to 1 " letters .33 ea.

up to 1 1/2" letters .44 ea.

up to 2 " letters .55 ea.

When ordering above shapes, please include a rough pencil drawing showing size and thickness of plexiglas.

THE CLEAR PLEXIGLAS LINE

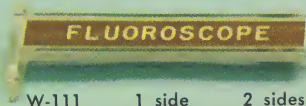
PROJECTING MODELS



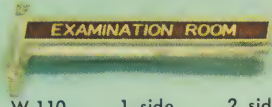
W-115 1 side 2 sides
12.50 16.25



W-112 1 side 2 sides
8.50 11.25



W-111 1 side 2 sides
5.50 7.50



W-110 1 side 2 sides
3.75 5.25

WALNUT WOOD BLOCKS



427 8.50



426 7.50

FLAT DOOR MODELS



D-115 12.50



D-112 8.50



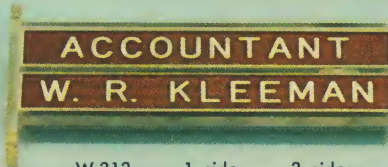
D-111 5.50



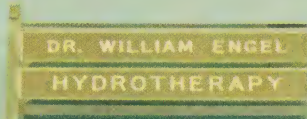
D-110 3.75



W-215 1 side 2 sides
20.50 28.00



W-212 1 side 2 sides
16.25 21.75



W-211 1 side 2 sides
9.50 13.25

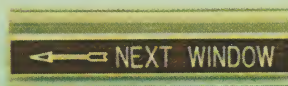


W-210 1 side 2 sides
5.25 8.25

V MODELS



V-111 9.25



V-110 6.00

TELLER MODELS



T-111 8.50



T-110 7.00

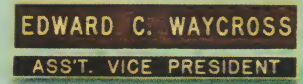
DESK MODELS



A-115 12.50



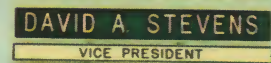
A-112 8.50



A-211 7.50



A-111 5.50



A-210 5.50



A-110 3.75

GLASS MODELS



G-115 12.50



G-112 8.50



G-111 5.50



G-110 3.75

REPLACEMENT PANELS AVAILABLE IN ALL TEN COLORS

110 & 210 — \$1.25

111 & 211 — \$1.65

112 & 212 — \$2.50

115 & 215 — \$3.50

426 — \$2.25

427 — \$3.50

Extra line
engraved — \$1.50

SEND FOR COMPLETE CATALOG.